

Modern LITHOGRAPHY

SEPTEMBER - 1954 - VOLUME 22 - NUMBER 9



VIETNAM: 1954
reprint of the
book issued by U.S.
Information Agency
New York N.Y.

In this issue

NAPL Program • Offset vs Communism in the Far East
Metal Decorating Developments • Craftman's Report

Toluidine Red Toner 210P

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

We can make delivery of aluminum plates within three weeks after receipt of order.

The Senefelder Company, Inc.

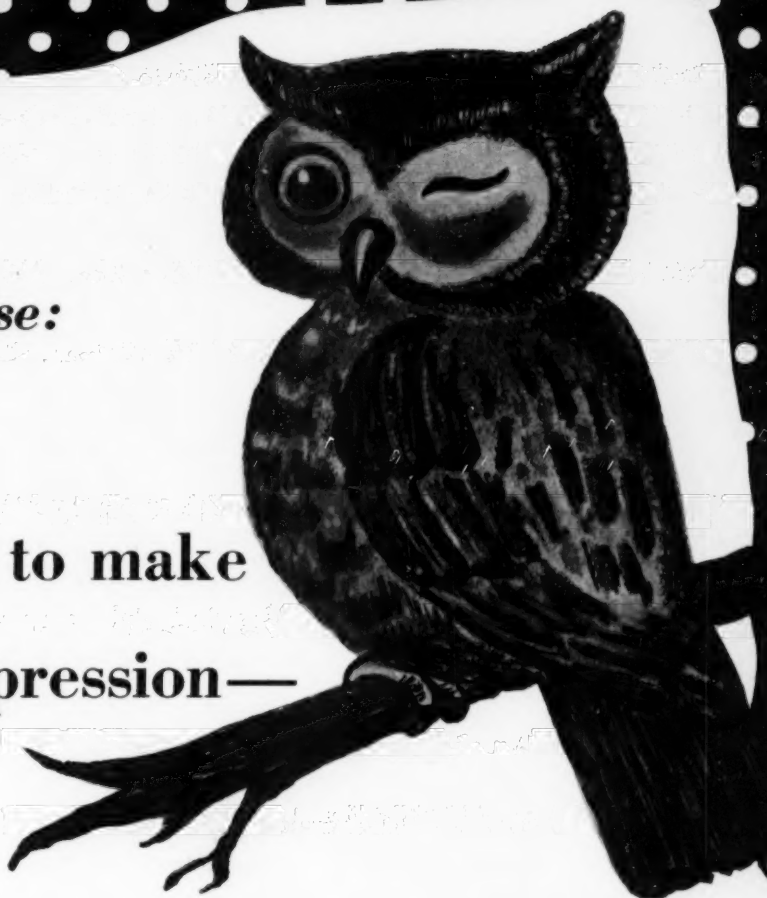
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a good impression—**



—you have gotta be johnny-on-the-dot!”

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← 1. Original artist's layout



← 2. Ad is made up on clear acetate in positive form

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contact-printed from a
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- (1) **MAXIMUM FLEXIBILITY**—Composition set on the Intertype Fotosetter photographic line composing machine offers more flexibility in the use of white space—no spacing material, no furniture required in making up by this method.
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Modern LITHOGRAPHY



THE COVER

Offset vs. Communism in the Far East. A Vietnamese soldier reads offset cartoon booklet which shows what happened when commies took over a Chinese village. See page 42.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



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MODERN LITHOGRAPHY

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of ~~the~~^{this}
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49

LETTERPRESS—Little Giant • Kelly C • Kelly 3

SHEET-FED OFFSET—Chief presses • Mann one- and two-color and Perfector presses

WEB-FED OFFSET—ATF Webendorfer business form, publication, web color and specialty presses • collators • special attachments

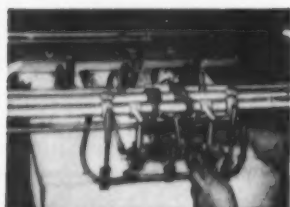
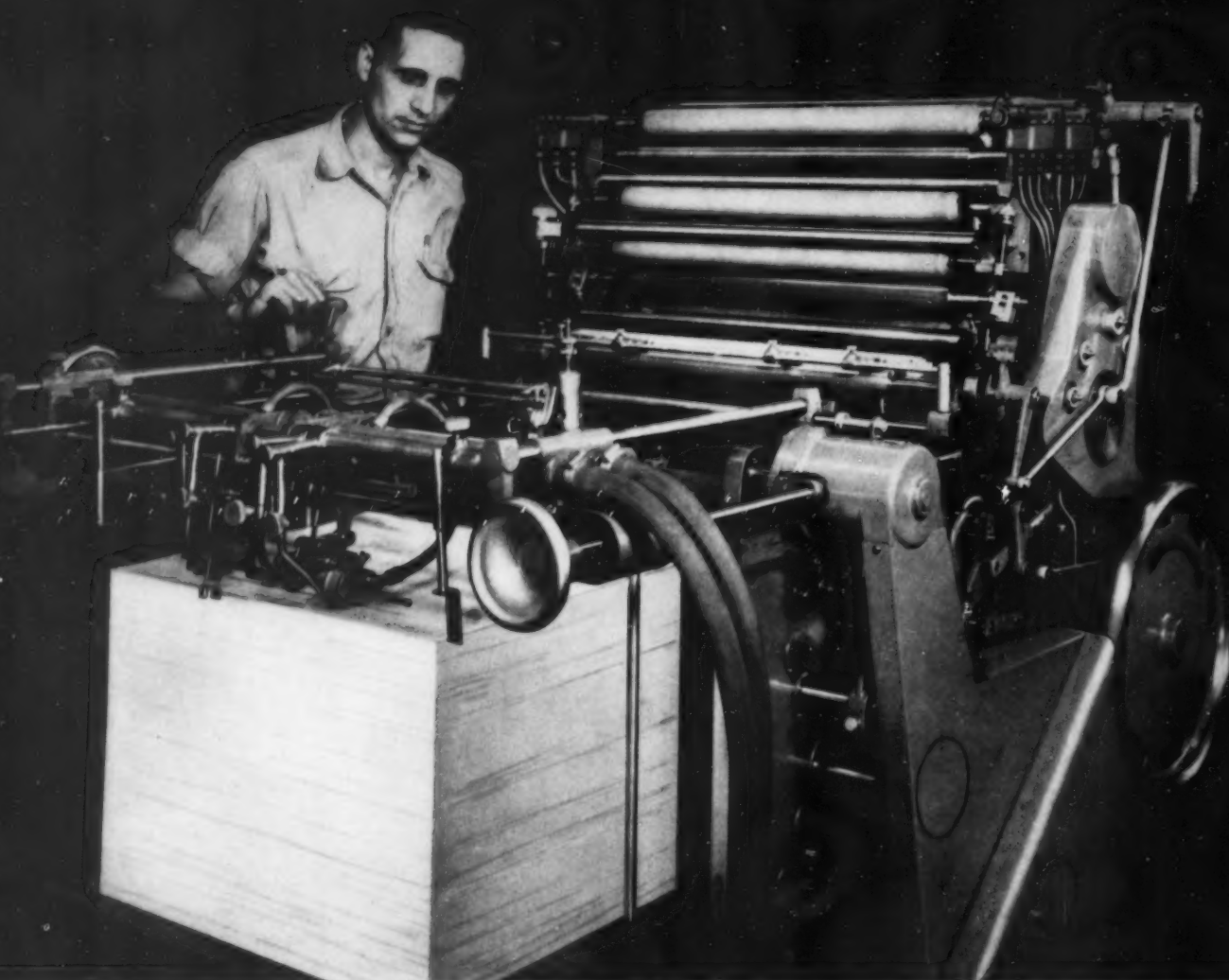
GRAVURE—ATF Klingrose rotogravure presses • rotogravure laminators • proof presses • plate-making equipment

TYPE AND OTHER EQUIPMENT—Composing room, press room, non-offset, cameras, bindery equipment

BETTER, MORE PROFITABLE
PRINTING FROM THE
WIDEST LINE OF PROCESSES

Gravure ... Letterpress ... Offset

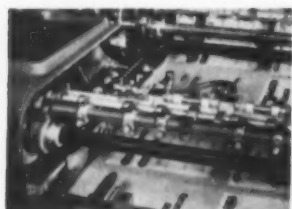




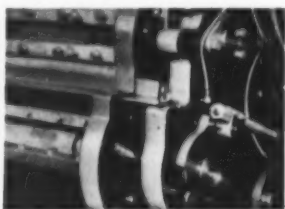
SIMPLEST AUTOMATIC STREAM FEED. Only 3 easy adjustments; no tools needed. Feeds widest range of stock; sheets from $8\frac{1}{2}'' \times 11''$ to $17\frac{3}{4}'' \times 24\frac{1}{2}''$. Holds $16\frac{1}{4}''$ pile of paper.



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Have you seen the ATF Chief 24?

If you are considering a press for jobs in the 17 x 22 size range, be sure that you check into the ATF Chief 24. In all areas in which this press has been placed in operation, additional installations have soon resulted.

Here's why. The Chief 24 contains every feature we could think of that makes it easier to operate and maintain. You get a steady, high (to 6000 IPH) and dependable rate of daily output. And you get it at an initial cost lower than any press of similar size and quality.

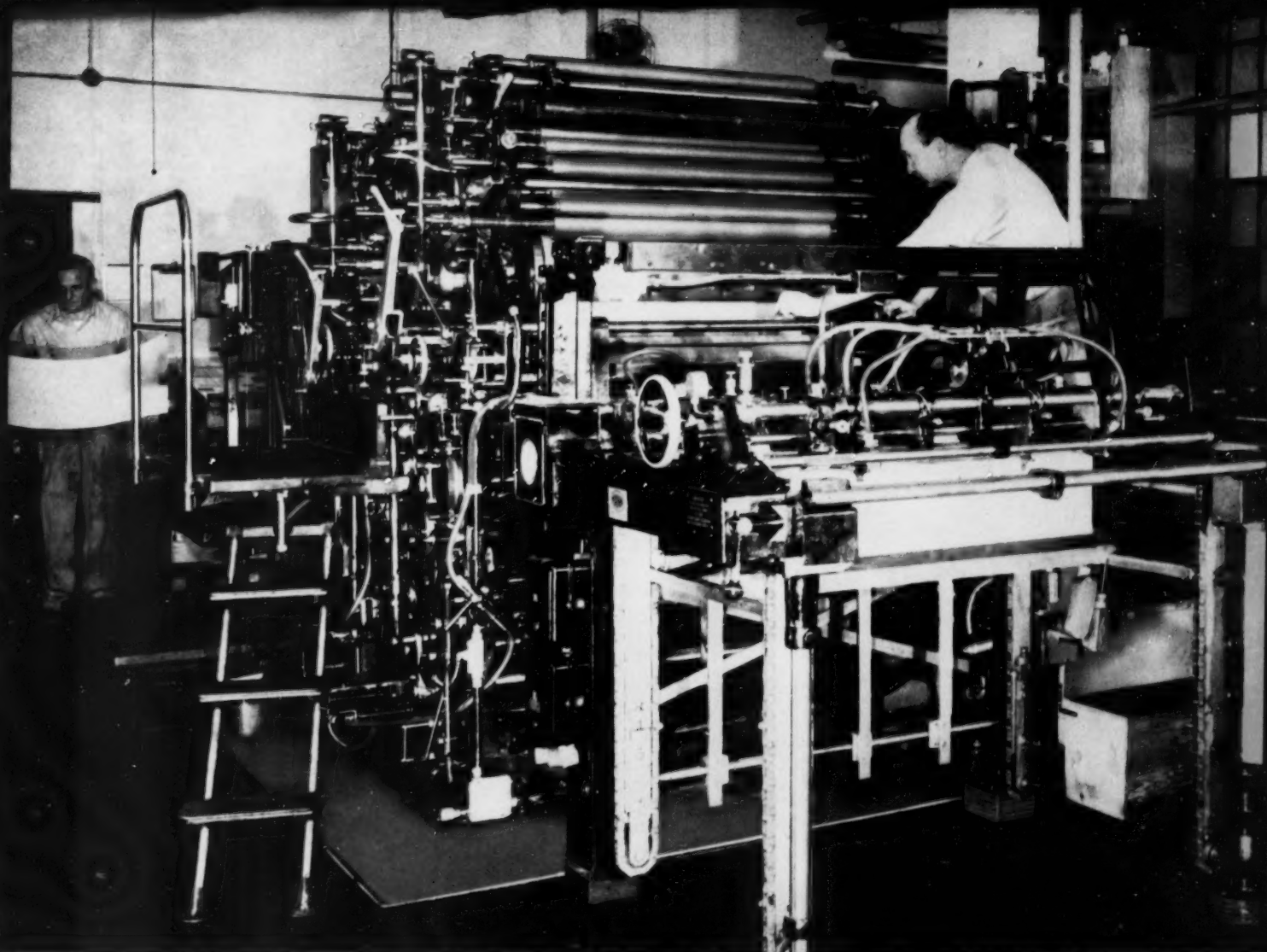
Take a look at the close-ups of some of the Chief 24's features. Each one, from the Quick-Set *Automatic Stream Feeder* to the Positive Chain Delivery, is there for just one reason—to help provide efficient, tireless operation and less downtime for adjustment.

Your ATF rep is waiting to tell you more about the Chief 24. Or about the complete line of Chiefs—14 x 20, 17 x 22, 17 x 24 and 22 x 29. American Type Founders, a subsidiary of *Daystrom, Inc.*, 200 Elmora Avenue, Elizabeth, N. J.

BETTER, MORE PROFITABLE
PRINTING FROM THE
WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset





LASKY COMPANY'S SECOND 2-COLOR MANN gets ready to go to work as press foreman, Charles Wheeler, sets up for a job on it.

"Our 1st Mann press sold us our 2nd"

"We were a little nervous about our first 2-color Mann," Saul Lasky of Newark, New Jersey's Lasky Company admits, "but it took only one year's experience with our Mann to convince us we made a good move."

"It earned money for us, boosted production, and gave us uniformly high-quality presswork. So the decision to install our second Mann came a lot easier."

And Charles Wheeler, Lasky's press foreman, is even more specific about the job the new Manns are doing. "The ink distribution lets you print solids as easily as a few lines of type—without streaks,

ghosting or fade-out," he states. And he goes on to say:

"We're sure of perfect register at *any* speed—on the Mann there's no transfer of the sheet between colors. And you can back up jobs faster with no register cams to mark up the face of the sheet."

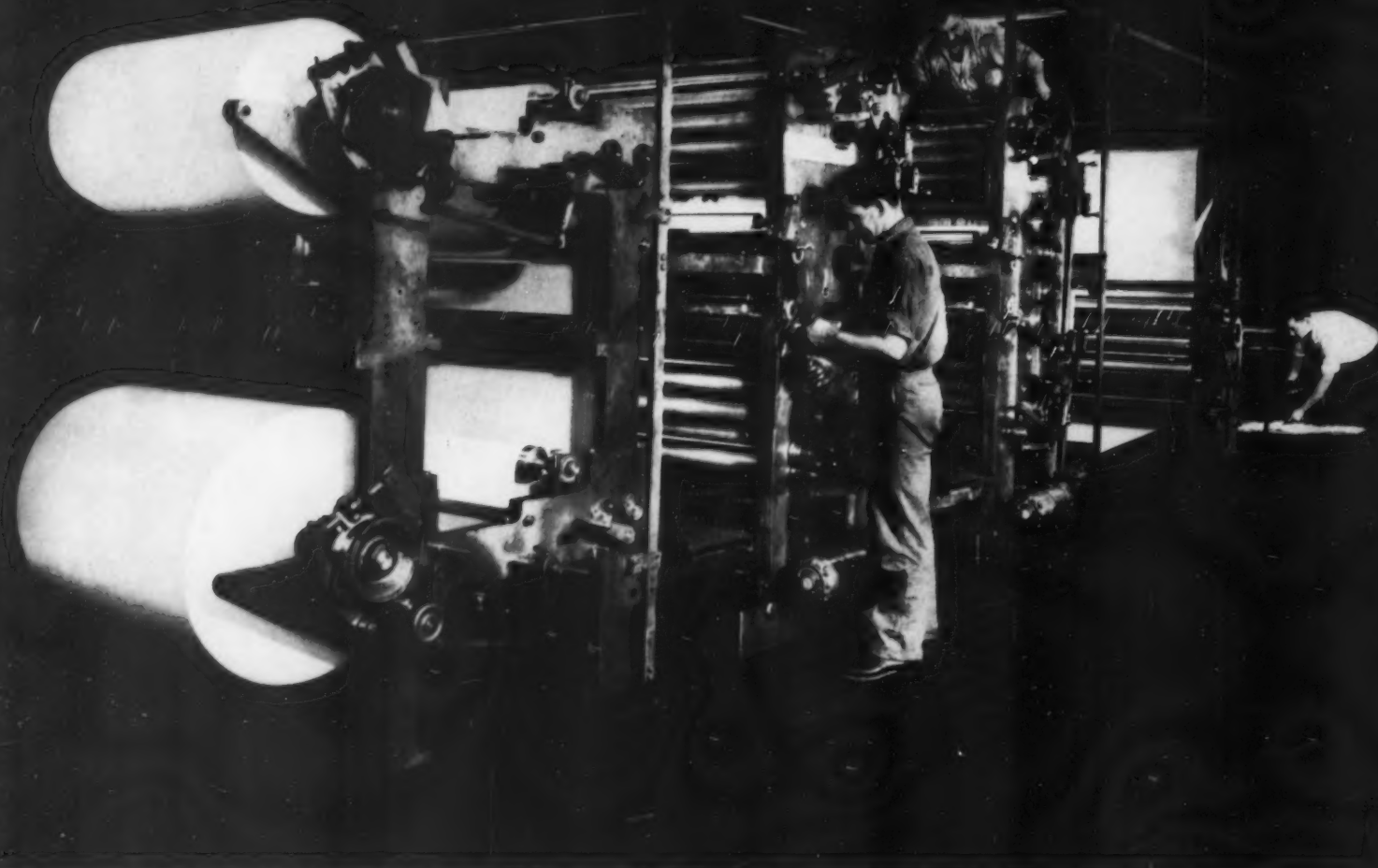
For facts on Mann features, check your ATF representative. Or write for the latest folder "Offset Unlimited" covering all sizes of Mann 1-color, 2-color and Perfector presses. American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.

M.4.2

ATF

BETTER, MORE PROFITABLE
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WIDEST LINE OF PROCESSES

Gravure...Letterpress...Offset



Books, magazines, broadsides, house organs, catalogs—Mercury Litho puts them all on an ATF Webendorfer like the one shown here.

The press that made too much work for itself

Here's how one web-fed ATF Webendorfer Press brought in so much new business for a New York lithographer that he had to add another.

Mercury Lithographing Corporation installed their original web-fed publication press to speed production of circulars that their medium-sized sheet-fed presses couldn't turn out fast enough.

This press is capable of turning out up to 12,000 16-page tabloid signatures an hour.

With that kind of production, cost per copy hit rock bottom. This gave Mercury such a selling edge that their increased

business not only kept the first ATF press busy full-time—it forced them to install another!

"Today," says Henry Levine, Mercury's president, "we're running books, magazines, broadsides, house organs and catalogs on our ATF web press. And we're keeping our original sheet-fed presses busy on shorter runs."

If you're interested in bringing in or turning out more work than your present equipment can handle, write for ATF's free fact-filled booklet on Webendorfer Publication Presses—American Type Founders, Mt. Vernon Division, a subsidiary of Daystrom, Inc., Mount Vernon, N. Y.

W.4.1



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PRINTING FROM THE
WIDEST LINE OF PROCESSES

Gravure..Letterpress..Offset..Flexographic

the **LEADER** sets the pace



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High-speed presses use up the effective mileage on rollers sooner than older, slower presses.
Long continuous runs wear out rollers faster than infrequent press runs.
Replacing rollers as soon as their life of efficiency has been spent guarantees lower production costs and increased quality of printing.

Rubber rollers re-ground quickly and accurately in each of our modern factories—

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Thanks for the good will and good faith you have shown us.

Thanks for your tolerance for our shortcomings.

Thanks for the share of your business and patronage which has meant so much to us, and made it possible for us to grow and increase our services.

We have tried to do our job well, and we shall always try to do it that way. If we can serve you better, you have only to tell us how.

Sincerely yours,

Charles Perrone
President

P.S. Our planned future progress still is depending on you.

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Charles A. Perrone, President

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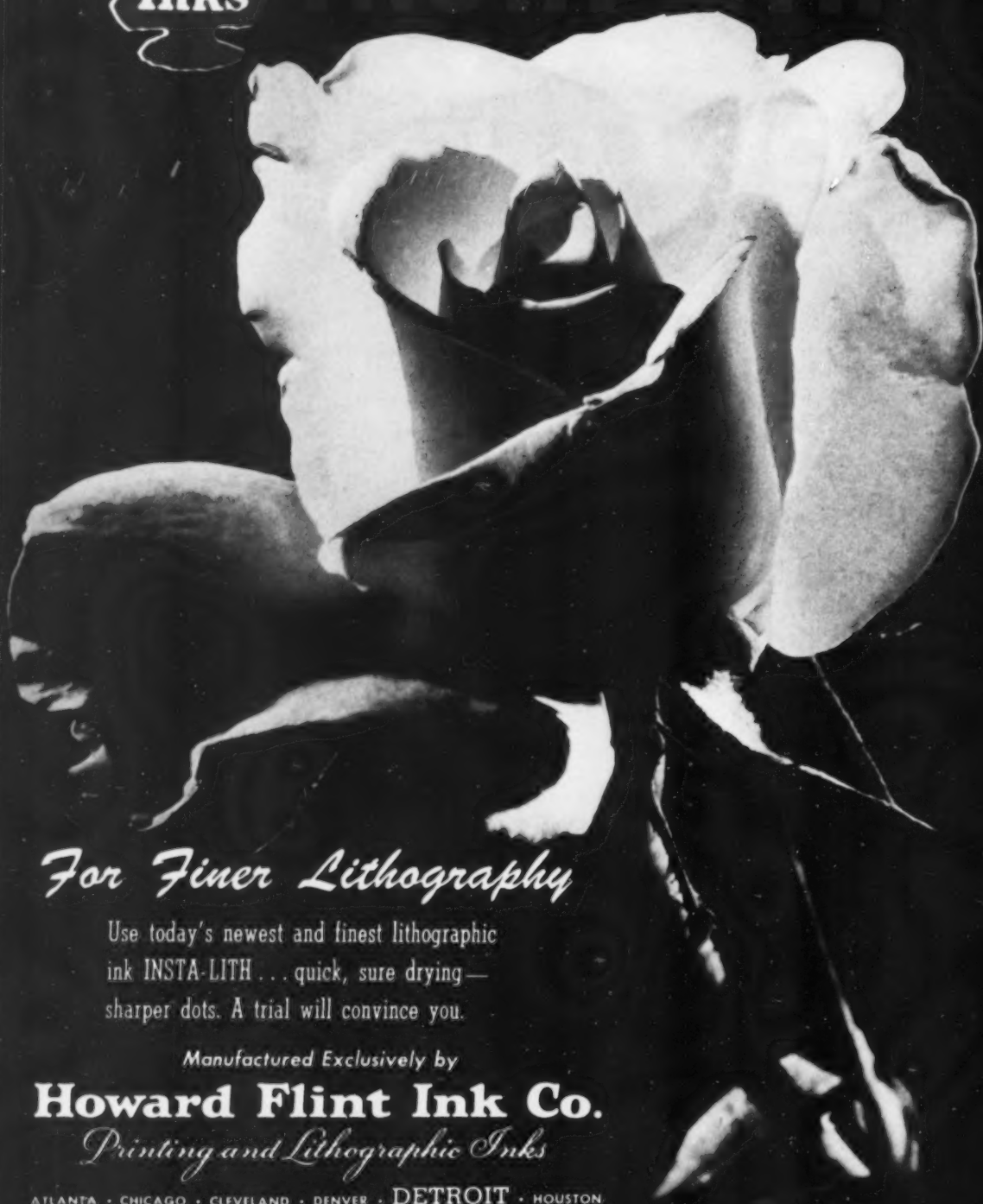
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about a new development in offset blankets

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This new offset blanket is designed to perform with true dot accuracy, to give the finest color reproduction . . . to deliver long "mileage" on the press. To assure uniform, high quality every DURO-FLEX blanket must pass exacting inspections before shipment.

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NOW . . . to prove that this blanket is all we say it is, we ask you to see it and try it for yourself. Our local representative will gladly call with full information and show you a sample of the new blanket. Mail the coupon today.

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BALDWIN 3-8220



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accent
is on*

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(as in this illustration
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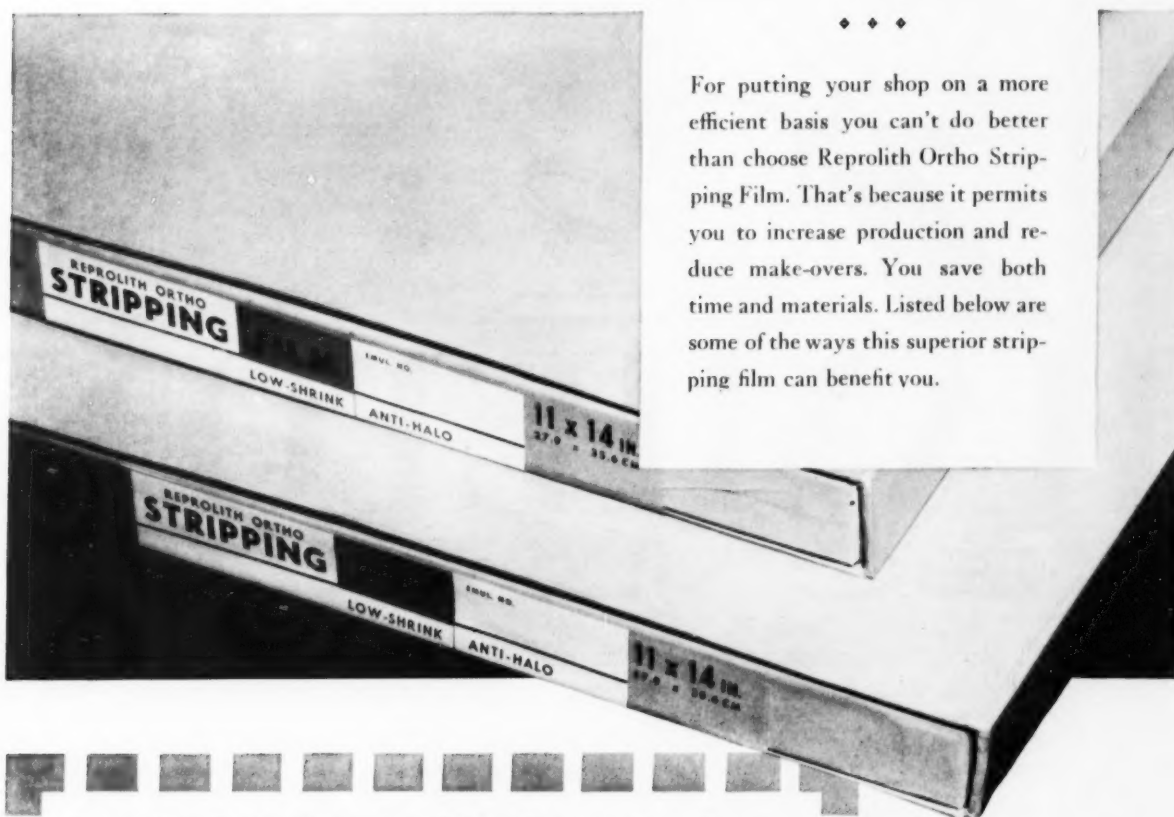
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For putting your shop on a more efficient basis you can't do better than choose Reprolith Ortho Stripping Film. That's because it permits you to increase production and reduce make-overs. You save both time and materials. Listed below are some of the ways this superior stripping film can benefit you.

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FEWER MAKE-OVERS

SAVINGS IN MATERIAL

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Binghamton, New York

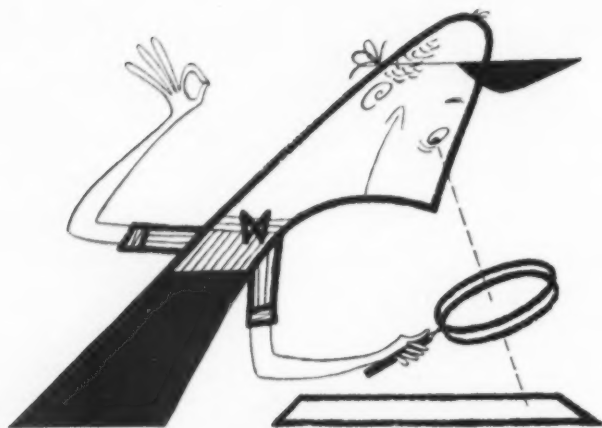
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*... prints clearly, cleanly, evenly
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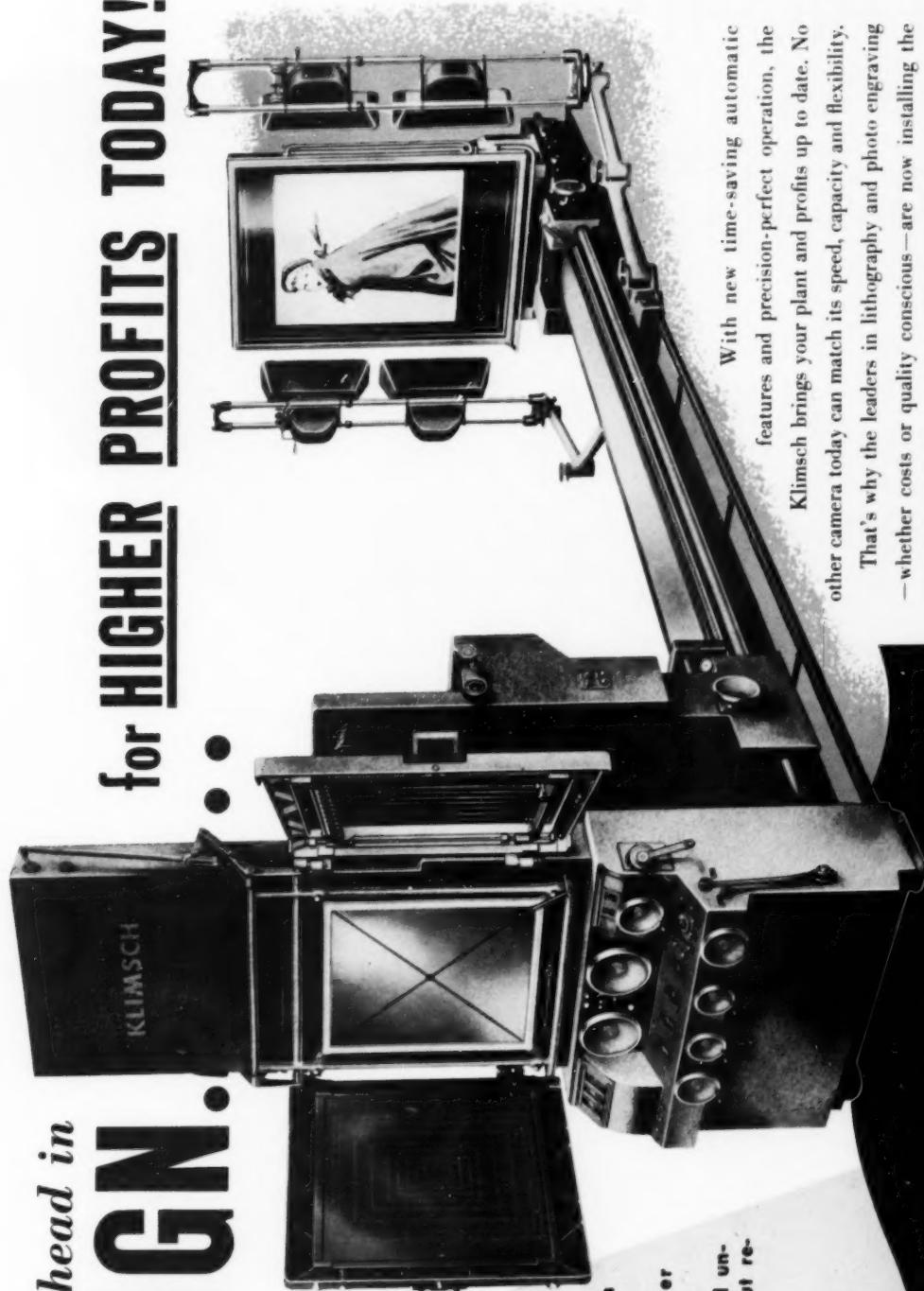
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- Percentage scales integrated with diaphragm control
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NEW

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Sets the new standard for camera performance



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Klimsch brings your plant and profits up to date. No other camera today can match its speed, capacity and flexibility.

That's why the leaders in lithography and photo engraving — whether costs or quality conscious — are now installing the Klimsch Super Autohorka. Write for details that will help you gauge the changes this camera will make in *your* profit picture.

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Only three easily accessible cap screws need be adjusted to move the register bar. Sheets may be swung to the right or left or bowed in the center to correct fan out on the tail of a sheet — a time-saving "big press" feature that helps minimize down time and misregister on Miller E.B.CO 22x34 Feedroll Offset Presses. Write today for the new catalog which illustrates more features of this profitable press.



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1135 Reedsdale St. Pittsburgh 33, Pa.

Yes *We Manufacture* **LEATHER ROLLERS**

1. In these modern times, when multi-color and speed presses are manufactured for keen competition, leather rollers will not only help you meet this crisis, but will also save you time and money as well.

2. These leather rollers will prevent lint, tinting and also help to prevent greasing and streaking. They will keep your plate clean.

3. One grain roller on each unit will more than pay for itself. These rollers are also available for intermediate and distributors.

"OVER
A HALF CENTURY
OF SERVICE"



MANUFACTURERS OF
Electron-O-Plate
MACHINES

MEMBER: Lithographic Technical Foundation—
National Association of Printing-Ink Makers—
National Printing-Ink Research Association—
N. Y. Employing Printers Association.

J. H. & G. B. **SIEBOLD** INC.

MANUFACTURERS of
PRINTING, LITHOGRAPHIC

INKS AND SUPPLIES

LEATHER AND MOLLETON ROLLERS — LEATHER AND RUBBER
HAND ROLLERS — MOLLETON AND FLANNEL SLIP-ON COVERS —
AQUATEX, DAMPABASE AND SEAMOL — OFFSET BLANKETS, 2-3-4
PLY, RED OR SILVER GREY.

EVERYTHING FOR THE LITHOGRAPHER

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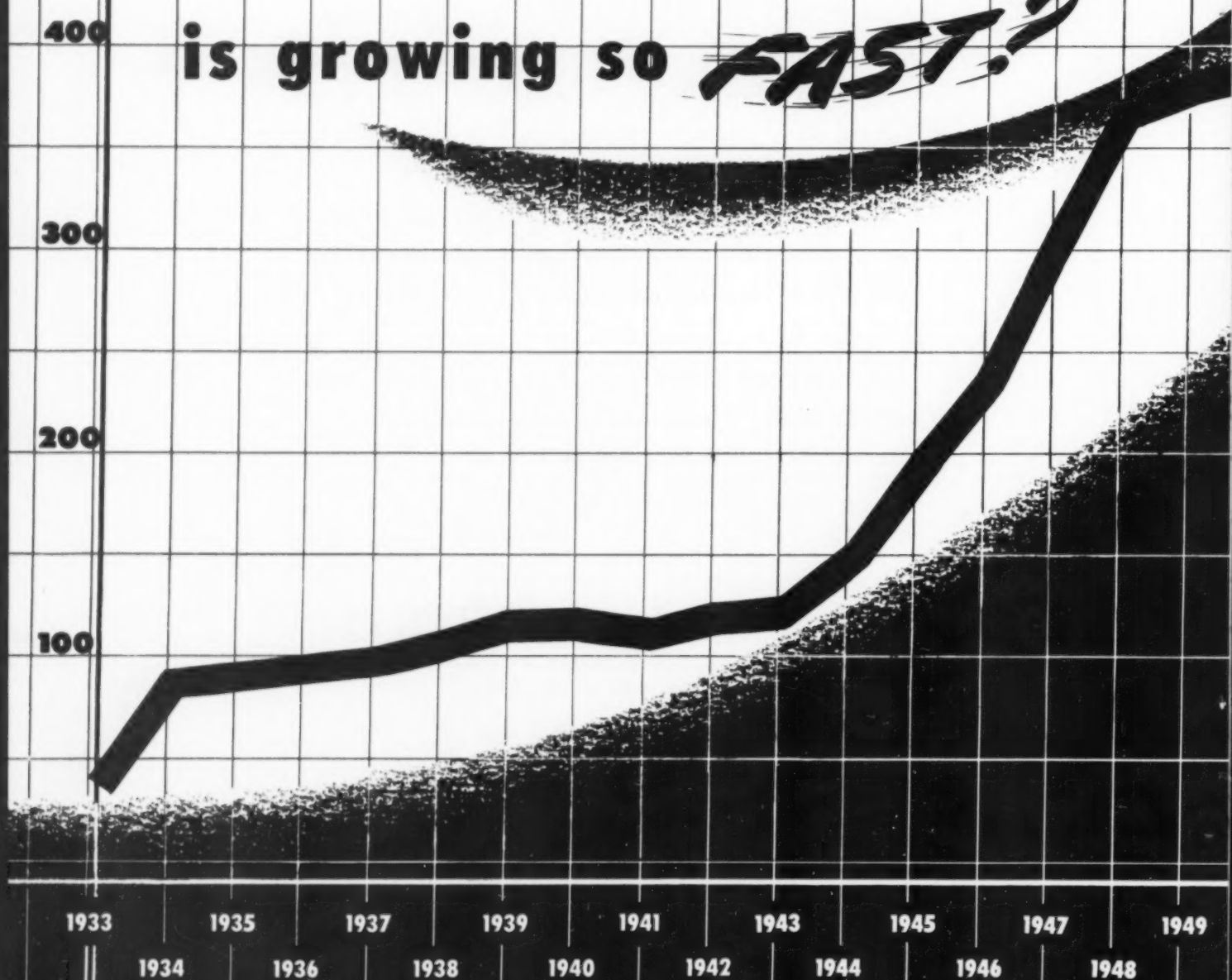
NEW YORK 13, N. Y.

Have you ever wondered...

WHY N.A.P.L.

is growing so

FAST?





a **22% INCREASE IN MEMBERSHIP IN LESS THAN TWELVE MONTHS**

here are **SOLID** reasons for this
steady upward growth.

SERVICES...

The effectiveness of an association should be measured by the benefits it brings to its members. Services rendered by the NAPL have determined its growth. Members call on the NAPL for all kinds of information and service — cost studies, data on management problems, production aids and many other business helps, all indispensable to the lithographer, are constantly supplied to members.

BULLETINS...

The membership is kept informed of the changing lithographic picture through worthwhile bulletins which deal with subjects of vital importance to every lithographer.

LABOR RELATIONS...

Specific information on labor demands and settlements to show wage rates and working conditions as they develop, are made available to the membership.

TRADE CUSTOMS...

NAPL codified Trade Customs many years ago and lithographed them in chart form so every member can secure copies for both salesmen and customers.

These are some reasons why the National Association of Photo-Lithographers is growing so fast. The industry knows that the NAPL is a good place to secure this valuable data.



CONVENTION...

If you want to see the NAPL in action, plan NOW to attend the 1954 Convention, Statler Hotel, New York, N. Y., September 22 through 25. See for yourself why the NAPL is the fastest growing association in the Graphic Arts.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS
317 W. 43 St., New York 36, N. Y.

I want to be shown.

Here's my check for \$25. to cover advance
registration for the 1954 Convention.

NAME

ADDRESS

Printers and lithographers like this
NEW, MORE DISTINCTIVE LOOK

● Printers are our best ad writers. For years they've been saying nice things about Nekoosa Bond. "It's curl-free...faster-running...dependable!"

Now they're talking about the *new Nekoosa look*. Whiter, brighter...more sparkle than ever before! If you haven't seen it, ask your Nekoosa paper merchant to show you samples! Nekoosa-Edwards Paper Co., Port Edwards, Wisconsin.



WHITER...BRIGHTER
NEKOOSA BOND



"the **LAWSON**
RAPID TRIMMER

increased our production **300**
it now takes **7½** hours to do
what formerly took **30** hours".

Says Mr. H. W. LIMES, Production Manager
Wartburg Press, Columbus, Ohio.

We quote Mr. Limes — "I am writing this to inform you of my extreme satisfaction with your three-knife Rapid-trimmer. I don't know how we ever got along without it.

We have a weekly periodical with a circulation which varies between 99,000 and 100,000 copies. Prior to the installation of the three-knife trimmer we were using up to 30 hours of machine time to trim this periodical. Now we do it in 7½ machine hours. For further comparison, we trimmed some 30,000 booklets which were just above the minimum size of this machine, which required a complete changeover, in 3½ hours."



Size Range: 2" x 3½" to 11¾" x 16½"
Production: 10 to 25 piles per minute.
Will also trim books bound 2-up.

Ask for descriptive details also on Lawson
39" - 46" - 52" Cutters.

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SOUTHEASTERN PRINTERS SUPPLY CO. Atlanta WESTERN NEWSPAPER UNION Tulsa, Little Rock, Okla. City, Shreveport E. C. PALMER & CO. Dallas, Houston, New Orleans

"CHAMPION" Deep Etch DOWN-DRAFT Lithographers Work Table

COMPLETELY ELIMINATES ALL HAZARDOUS FUMES

Check these advantages:

- ✓ Removes all hazardous fumes at their source—no odor in shop and offices.
- ✓ Table at convenient working height.
- ✓ Exhaust slot removes contaminated air through slot all around perimeter of working area at high velocity.
- ✓ Acid resistant KOROSEAL lined disposal pitches to a KOROSEAL lined 2" drain.
- ✓ Processing of plates on an everlasting smooth surfaced slate slab.
- ✓ Large heavy duty ball-bearing type built-in suction blower operates quietly and is belt driven by a standard speed motor.
- ✓ Reduces absenteeism.
- ✓ Tends to reduce insurance rates.
- ✓ Increases production.



4 POPULAR SIZES

No.	Slate Slab	Overall Dimensions (All 33 1/2" High)	Exhaust Blower Capacity, Cu. Ft. Air Per Minute	Motor H. P.
1	30"x40"	42"x50"	2500	1
2	42"x50"	54"x62"	3200	1 1/2
3	50"x60"	62"x72"	4200	1 1/2
4	60"x80"	72"x92"	4800	2

SOME OF THE USERS OF "CHAMPION" EQUIPMENT

Jahn and Ollier Engraving Co.
Chicago
Chicago Lithoplate Graining Co.
Chicago
American Offset Co.
Chicago
Eastman Kodak Co.
Rochester, New York
Gugler Litho. Co.
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Conner Lithographers
Detroit
Hall Brothers
Kansas City, Missouri
Epsen Litho. Co.
Omaha, Nebraska
Atlanta Litho. Co.
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Crane Howard Litho. Co.
Cleveland
Leo Hart Co.
Rochester, New York
Gulbenk Engraving Co.
Nashville, Tennessee
Marathon Corp.
Neenah, Wisconsin
A. L. Garber Co.
Ashland, Ohio
Central Type Setting Co.
Chicago
Arrow Engraving Co.
Cleveland
Litho Plate Service Co.
Toledo, Ohio
American Litho Co., Inc.
Atlanta, Georgia
Ideal Litho Service
San Antonio, Texas
Nielsen Lithographing
Cincinnati, Ohio
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Maywood, Ill.
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Chicago, Ill.
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Chicago, Ill.

"CHAMPION" Improved TEMPERATURE CONTROLLED Developing Sinks

MAINTAINS EVEN TEMPERATURE WITHIN A FRACTION OF A DEGREE

Features:

- ✓ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ✓ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within a fraction of a degree of setting.
- ✓ Equipped with latest type hermetically sealed, trouble free refrigerating unit.
- ✓ In operation a continuous flow of water is not required. Results no water wasted.



- ✓ Disposal trough for tray contents in back for convenience.
- ✓ High back splash, sink apron, etc. constructed of polished stainless steel, heliarc welded.

#1	3 Trays	20x24 Film Size	32 1/2" x 74"
#2	3 Trays	26x30 Film Size	39" x 93"
#3	3 Trays	30x40 Film Size	49" x 103"

... and other sizes available for your special requirements.

DISTRIBUTORS

Bridgeport Engraver's Supply Co.
Harold M. Pitman Co.
E. T. Sullibarger Co.
Roberts & Porter, Inc.
Norman Willets Co.

manufactured by **H. SCHMIDT & CO.**
ESTABLISHED 1891

317 S. Madison St., Chicago 12, Ill.



ZENITH

OFFSET

*The Ideal Choice
for the Average Job!*

85%



Established in 1861

ZENITH OFFSET is the work-horse offset sheet that is a wise choice for the type of job that constitutes 85% of the work of the average lithographing plant. Its reasonable price gets estimates accepted. Its trouble-free performance avoids press shut-downs. Its superior reproduction qualities keep customers happy.

*Zenith Offset is available in Plain, Vellum
and Fancy Finishes.*

Write for sample sheets to put through
with any run on your own press.
Then compare!

Fitchburg Paper Company

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learn the answer to your
film needs

Yes, the Harold M. Pitman Company has *on hand* for your needs more than half a million sheets of film and plates . . . in every type and size you require. Leading manufacturers — Kodak, Ansco, Gevaert, DuPont, Haloid — are represented in this unusually complete stock. Careful inventory control assures you of absolutely fresh film — whatever your needs may be.

For prompt and completely dependable service, order film, plates and all graphic arts supplies—from the nearest Pitman office.



● film — chemicals — supplies — equipment

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*Here Are
the
Modern
Lamps
for the
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Shop*

Strong

GRAFARC

Fully Automatic, High Intensity

ARC LAMPS

Models for all photo-mechanical reproduction processes—for saving money on every job while making it easier.

- ★ Cut plate-making exposure time in half.
- ★ Uniform coverage of large areas.
- ★ Constant color temperatures.
- ★ Eliminate illumination variables in accurate control of densities, regardless of line voltage variations.
- ★ Sharper reproduction.
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- ★ Power to punch through dense Kodachromes.

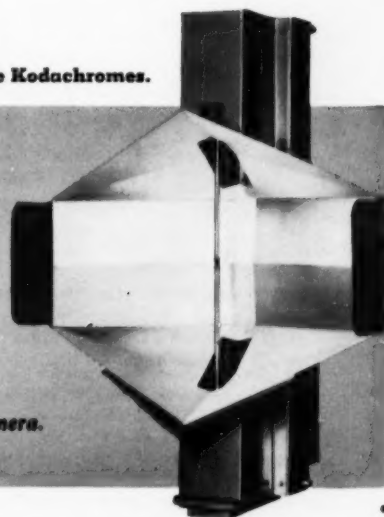
See the amazing new, low-cost Challenger Camera Arc Lamp.

A vertical trim lamp which burns at 75 amperes and 23 volts

at the arc. The transformer is of the isolated secondary type,

providing complete protection from shock to the operator.

Light in weight. Readily mounted on the lamp support arms of any camera.



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Please send free literature on Strong Grafarc Lamps.

NAME _____
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CITY & STATE _____
NAME OF SUPPLIER _____



Invites You to Join In Its March of Progress

The Lithographers National Association, during the past half century, has played a vigorous and inspiring role in the phenomenal growth and development of the lithographic industry.

The progress of the industry is attributable, in no small measure, to the ingenuity, foresight and leadership, individually and collectively, of LNA members, who enthusiastically participate in the activities of the Association which is operated on a truly democratic basis.

As the industry's foremost trade association, LNA provides

many indispensable services that assure management's success in the operation of profitable lithographic plants. LNA's expert staff keeps management thoroughly informed on new developments in production, techniques, cost accounting procedures, equipment, labor relations, personnel, etc.

As a part of the lithographic industry, deeply concerned with its future prosperity and expansion, you are invited to join LNA in its "March of Progress." Your active participation and support is a "must" for widening the horizons of lithography.

LABOR RELATIONS SERVICE

Assistance and advice in the development and implementation of sound employee-employer relations policies and practices. Extensive field service is provided by top-flight labor relations staff, working closely with legal counsel. Their valuable assistance covers preparation for collective bargaining, contract analysis and recommendations, drafting of contract clauses, administration of contracts, handling of grievances, and providing data on wages, hours, employee benefits, etc.

GENERAL INFORMATION SERVICE

A wide variety of information on general and technical subjects is provided to LNA members, the industry as a whole and planners and buyers of printed material. Educational literature on all phases of the process is distributed to members as sales training aids, and colleges, ad clubs, national advertisers, agencies and art directors—to guide them in the most effective and economical use of the lithographic process.

PROMOTION OF OFFSET-LITHOGRAPHY

LNA conducts an annual Nation-Wide Lithographic Awards Competition. An exhibition of the winning material, representing 44 classifications, tours the principal cities each year. An illustrated Awards Catalog, including the names of all member-plants, is distributed to 35,000 buyers of printing. As an LNA member you can enjoy the promotional benefits of this widely-acclaimed Competition, which is helping to build members' sales volume.

COST & ACCOUNTING SERVICE

Expert assistance is provided members in solving individual cost and accounting problems. The LNA budget Cost Manual, distributed without cost to members, graphically demonstrates the most modern and economical cost accounting procedures available to lithographers. Up-to-the-minute bulletins keep you informed on cost controls, insurance, sales specifications and a host of other money-saving matters.

MISCELLANEOUS SERVICES

LNA members receive regular bulletins on government regulations and legislative matters affecting lithographic plant management and labor, and periodic reports on production, selling, management, taxes, etc. A steady stream of informative material is sent to newspapers and the trade and business press to promote good-will for the industry and to advance the interests of lithographers.

Write for details of LNA membership

Lithographers National Association Inc.

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • TELEPHONE MURRAY HILL 3-1315

WESTERN OFFICE — 127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS





the quality story is a tale of profits.

This ad is another in a series now running in

NATION'S BUSINESS

DUN'S REVIEW AND MODERN INDUSTRY

ADVERTISING REQUIREMENTS

BURROUGH'S CLEARING HOUSE

THE REPORTER

INSURANCE SALESMAN

ROUGH NOTES

Its purpose is to urge letterhead users to consider the advantages of fine rag paper by Neenah.

The quality story evolved from this observation—"Those executives who used the finest in paper, letterhead design and printing for their business stationery reaped extra profits from the prestige of their correspondence."

And those printers who "sold" quality letterheads gained many new customers plus a better than average margin of profit.

The fact is, the quality story is worth telling to your customers.

PRINTERS . . .

get your free copies from paper salesmen handling Neenah Fine Business Papers.



Neenah answers the question...

"What makes you believe a letter is important...even before you read it?"

You open an envelope, glance at the letter and let it drop into the waste basket. Why? You open a second envelope, glance at the letter and lean back to read. Why?

It couldn't be the words as you did not have time to read them. The truth is, you got an impression . . . a favorable impression from the excellent design of the letterhead and the feel and appearance of the paper.

Yes, fine rag paper does have a positive psychological effect. In your own life you have your baptismal record, diplomas from school, awards you have won, war bonds, the title to your home and so on.

Today, when you handle a firm, crisp sheet of rag paper you unconsciously feel that this piece of paper is important too, and you stop and examine it.



The next time you need letterheads, remember the impression value of good paper. Ask your printer for samples of fine rag paper by Neenah.

To plan business stationery that will be **PREFERRED**, ask your printer for a free copy of the "Neenah Guide to Preferred Letterheads." This exceptional book is based on a four-year survey by the Neenah Paper Company.



NEENAH PAPER COMPANY, Neenah, Wisconsin

Huebner COLOR NUMERATOR and TALLYMETER Precision Hue Selection for Accurate Color Reproduction

A modern Graphic Arts instrument designed to aid color craftsmen by

1. **Provision of chroma value scales for individually measuring each primary color and black.**
2. **Numbered identification of each step on value scales.**
3. **Numerical record of optically correct color combinations for accurate reproduction of any color original.**
4. **Nearly 30,000 combinations provided for color matching.**
5. **Fingertip visual control for accurate matching of difficult color combinations or effects.**
6. **Quick analysis of individual hue strength of each color or component of intricate combinations.**
7. **Functioning with pure and degraded hues, as well as all dyes and color printing inks.**
8. **Matching of hues in colorfilm transparencies effected by means of transmitted light.**
9. **Employment of reflected light for illumination of patches (wedges) of inks to be used for the particular job of color printing.**

Key spot numbers for combination color effects are directly employed on color separation images.

Measurements of density values and halftone dot sizes effected by meter readings and indicated by the key numbers, with means for instantly balancing and tallying the numbers obtained from the prior measurements.

Addition of extra colors, as well as color correction (masking) and elimination of undercolors reduced to an exact and easily controlled operation.

Faithful color reproductions by any process are thus obtained in less time and at lower cost — this because uncertainty and guesswork judgment are replaced by the scientific "know-how" and accurate precision of the Color Numerator.

Instrument now available for a nominal monthly rental.

The Color Numerator and Tallymeter will be shown at the St. Louis Convention with complete information. Be sure to see them.

HUEBNER LABORATORIES

Mamaroneck, New York



...spells INK SERVICE !

You hear a lot about service these days.
Everyone claims they give it . . . but where does it go?
Who gets it? What is it? Just ask those questions
of any **S&V** customer—a small job printer or a big contract shop.
They'll tell you how skilled **S&V** technicians create special
high-calibre inks to suit their particular purpose
. . . how **S&V** research and years of production experience
help them solve their printing problems.
They will also probably mention the fact that
their local **S&V** representative is quick
to respond to trouble calls with
helpful advice and technical guidance.
That's what **S&V** means by service
. . . and that's what dependable
S&V ink service can mean to you!

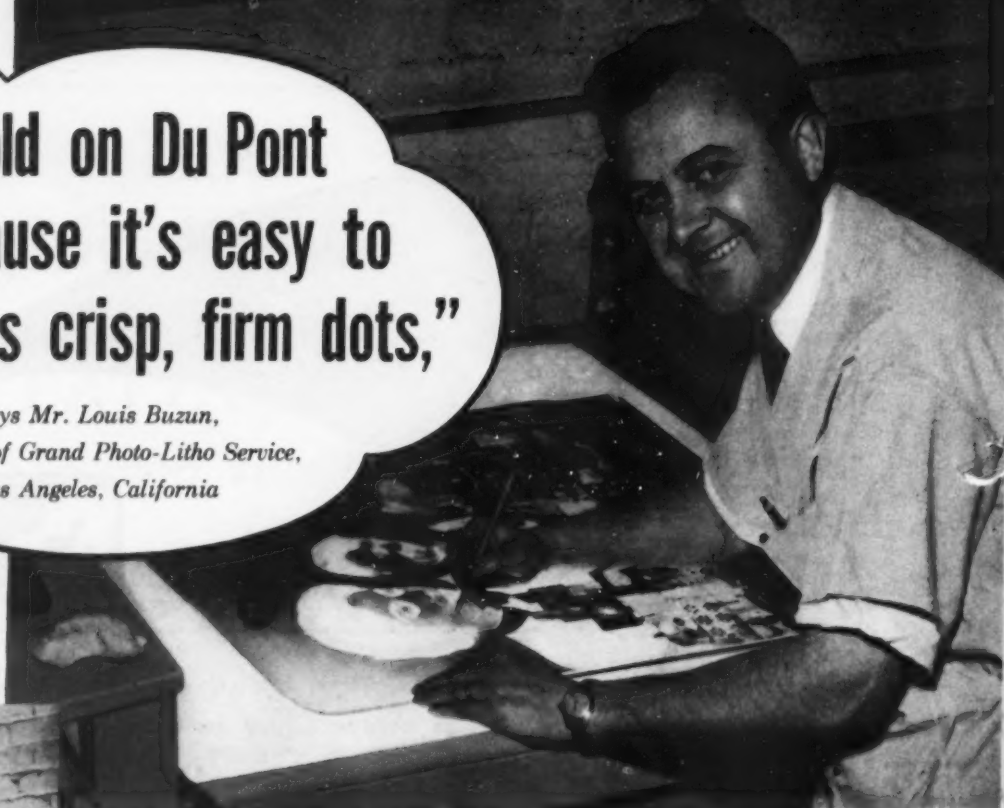
Sinclair and Valentine Co.

Main office and factory: 611 West 129th St., New York 27, N. Y.

OVER 35 BRANCHES PROVIDING SERVICE FROM COAST TO COAST

**"We're sold on Du Pont
'Photolith' because it's easy to
handle and gives crisp, firm dots,"**

*says Mr. Louis Buzun,
co-owner of Grand Photo-Litho Service,
Los Angeles, California*



Louis Buzun, dot-etching a "Photolith" negative. Mr. Buzun says that with "Photolith" he gets cleaner, more faithful reproduction, especially in making half-tone negatives from four-color separations.



Camerman Bob Hahn, using squeegee on "Photolith" negative. Durable "Photolith" makes possible "hurry-up" developing, washing, squeegeeing and etching without damage to negative.



L. E. "Slim" Hilliard (center), Du Pont representative, discussing "Photolith" with Mr. and Mrs. Louis Buzun.

Specialists in plates and negatives know the importance of fine lithographic film. That's why Louis Buzun and his wife, Frances, owners and operators of Grand Photo-Litho Service in Los Angeles, California, use Du Pont "Photolith" lithographic film exclusively.

"We've found that Du Pont 'Photolith' eliminates trouble in the camera, at the layout table, and in the darkroom," Mr. Buzun commented. "We've always used it because we like its wide latitude and the exceptional hardness and crispness of its dot structure. As plate and negative specialists, we must know just what the end product will be on some very tricky litho jobs. With 'Photolith,' we do know.

"'Photolith' film has helped us keep established customers and gain new ones. Its consistent emulsion and continuous tone qualities take much of the worry out of negative making. And 'Photolith' is tough... which

means you can do hurry-up jobs without fear of damaging your negatives."

Though a young organization, Photo-Litho Service already has established an excellent reputation in the field. The Buzuns say that "Photolith" was an important factor in this success. "And 'Slim' Hilliard, our Du Pont representative, is always available when we need help, advice or instruction," Mr. Buzun added.

If you're not already using Du Pont "Photolith" lithographic film in your plant... try it soon. You'll like "Photolith"... and the consistently good results it provides. For detailed information, write: E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Montreal.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

SPECIFY DU PONT "PHOTOLITH" LITHOGRAPHIC FILM

GUEST

Editorials



By A. J. Fay

Western Printing & Lithographing Co.
President, National Assn. of Photo-Lithographers

Front Line Selling Needed

THE need for more and better sales is being felt in the lithographing industry, and this condition will probably continue. The demand for all out sales effort is here and increasing competition is separating the men from the boys.

The lithographer today not only faces increased competition from other firms in the industry, but is also confronted with sharper competition due to increased costs in the lithographing industry and the technical improvements in letterpress and gravure, and other graphic arts processes.

What the industry needs is more and better front line selling which can be best done by sales representatives who are properly trained, informed and equipped. Greater emphasis should be given to helping salesmen with better service, better products—correct pricing, and a complete awareness on the part of management, staff and factory—that we are now operating in a buyers' market, and the *customer must be served*.

The collateral responsibility of backing up sales effort, with continuous sales promotion and advertising and efficient control of purchasing, manufacturing and distribution, should be integrated with the right selection of markets, the distribution and control of accounts, and a constant study of how to apply the lithographer's facilities to the customer's needs.

NAPL Convention Opens Sept. 22

PANEL discussions and talks planned to provide assistance for lithographic key men will be the features of the annual convention of the National Association of Photo-Lithographers, which opens in New York, at the Statler Hotel, Wednesday, September 22. Discussions will cover operating, advertising, selling, costing, labor relations, new developments, tax regulations, purchasing, and other phases of lithographic operations and management. Nearly all speakers are from commercial lithographic plants. Registration is open to all regardless of association membership.

The sessions open at 2 p.m. on the first day, and run through Saturday afternoon. All day Saturday will be devoted to the annual technical forum, jointly sponsored by the Litho Club of New York and the National Assn. of Litho Clubs.

About 50 equipment and supply firms will exhibit products at the convention in the Statler exhibit hall. This annual feature of the convention this year will include several new products which will be shown for the first time, several manufacturers have announced. An exhibit committee has been set up to formulate policy on opening and closing times of exhibits and to handle any

problems arising during the exhibits. This committee is composed of Harry Grandt, Roberts & Porter, Inc., New York; Harold Gegenheimer, Wm. Gegenheimer Co., Brooklyn; Walter E. Soderstrom, executive vice president of NAPL; and Robert S. Emslie Jr., NAPL secretary.

The annual banquet and dance will be held Friday evening, with a "Broadway" floor show. Prizes will be awarded at the banquet, and also at daily sessions. The latter will be for prompt attendance at sessions. Prizes will include tickets

to top Broadway stage plays and musicals.

Ladies registering at the convention will have a program which includes, in addition to the dinner-dance, souvenir gifts, receptions, sightseeing, and a boat trip around Manhattan Island.

Registration is \$25 for men, \$15 for women, and \$3 for the Saturday technical session only. NAPL offices are at 317 West 45 St., New York 36, N. Y.

The complete program, as announced in August, follows.

NAPL Program

WEDNESDAY, SEPT. 22—2 P.M.

Convention Opening by NAPL President
A. J. Fay, Western Printing & Lithographing Co.

PANEL ON DOLLARS AND SENSE

Presiding: Frank R. Turner, Jr., Cost Accountant, NAPL

COSTS COMMONLY FORGOTTEN

ROBERT BOOMER, Controller, L. H. Philo Corp.

Have you ever figured the average cost of sending a boy for copy, for making a delivery? How can we recoup the cost of storing customer's paper, customer's finished goods? How should we keep track of spoilage costs? Should these costs find their way into budgeted hourly rates? Do your budgeted hourly cost rates make provision for fringe benefits, such as, a day off before a holiday, a picnic, a Christmas gift—most of which are granted on the spur of the moment. If they are not included, how do you recoup these costs?

MEASURING THE COST OF BOTH DIRECT AND INDIRECT SUPPLIES

AND MATERIALS YESTERDAY, TODAY AND TOMORROW.

SAUL BLACKMAN, Treasurer, Brett Lithographing Co.

Lithographers normally include either as indirect or direct supplies the following materials in the estimate: Film, Carbon Arcs, Chemicals, Platemaking Solutions, Metal, Ink, Blankets, Rollers, Molleton, Paper, Binding and Finishing and Outside Work. This speaker will give his audience specific information on the cost of most of these items for a past period as compared with the present time. Many a firm, when they set up budgeted hourly cost rates included the cost of supplies at the then price and have failed to adjust their budgeted hourly rates so as to pick up the difference in cost between yesterday and today.

PLANNING TO INSTALL MACHINE ACCOUNTING?

JOHN R. GORDON, President, Winston Printing Co.

Is machine accounting used by many Graphic Arts firms? What kind of equipment is being used? How much personnel is necessary and



W. E. Soderstrom

A. J. Fay

Penn R. Watson

C. V. Morris

W. J. Stevens

Frank R. Turner

J. L. Landenberger

J. F. Matlack

what is the cost of operating the equipment? What results do the printers and lithographers expect from machine accounting? What is the end use of the answers which result from machine accounting?

PLANNING A NEW EQUIPMENT PURCHASE

MILTON HUDDERS, Vice President, Recording & Statistical Corp.

Should we get rid of those two old presses and put in one new one? Should we plan to buy a press for cash to get a 5% discount—on terms over a period of time? Would there be benefits in financing this through the bank as against giving the machinery company notes? If we buy the new equipment can we compare hourly rates, the cost of make-ready, the cost of running against our present equipment? If we buy a new press which costs a great deal more money than our old equipment will we still get the same 2500 sheets per hour off?

"MAKING MONEY ON ONE PART OF THE SHOP AND LOSING IT IN THE OTHER PART OF THE SHOP"

IRVING ORLAN, Comptroller, Georgian Lithographers, Inc.

The relationship of the number of estimates we submit to the orders we received. What is fair so far as the cost of dummies, sketches and art work are concerned? Is it good business to accept filler-work?

THURSDAY—9 A.M.

NEW LITHOGRAPHIC PLATEMAKING
Presiding Officer—Bernard Sears, Vice President, Graphic Arts Corporation of Ohio

ALLER—Dr. Anthony George, Fred'k H. Levey Co., Inc.

AZOPLATE—E. B. Fritz, Azoplate Corp.

COPPERLITH—Albert R. Materazzi, Litho Chemical & Supply Co., Inc.

FOTOPLATE—Chester Gramstorff, S. D. Warren Co.

LITHURE—T. A. Dadisman, Printing Developments Incorporated

METALIFE—Carroll R. Weber, Sun Supply Co.

3M PRESENSITIZED PLATES—M. L. Gebhard, Minnesota Mining & Manufacturing Co.

TRI-METAL—Dr. Paul Hartsuch, Interchemical Corporation

HARRIS PRESENSITIZED PLATE—C. D. Harman, Harris-Seybold Co.

THURSDAY—11 A.M.

HOW WILL THE NEW FEDERAL TAX RULES AFFECT YOU?

MAURICE H. GREENBERGER, Partner, J. K. Lasser & Co.

Do you know how the new Federal Tax Regulations will affect your business? Here are some of the provisions of the new bill which this tax man may comment upon. Depreciation—loss carryback—surplus accumulation—research—health benefits—retirement income—accounting and many other items.

THURSDAY—2 P.M.

LABOR RELATIONS IN THE LITHOGRAPHING INDUSTRY

GEORGE MATTSON, Director of Labor Relations, Lithographers National Association

Have we reached the top so far as lithographic wages, hours and working conditions are concerned? How can a better relationship be established between employees and employers? What can be done to build a bigger supply of manpower in the lithographic industry?

THE SALESMAN'S PLACE IN THE PRINTING DOLLAR

JOHN HALLSTROM, Sales Manager, Edward Stern & Co., Inc.

This sales manager's firm sells quality work at right prices.

FRIDAY—A.M.

PURCHASING LITHOGRAPHIC SUPPLIES, MATERIAL & EQUIPMENT

JOSEPH F. MATLACK, Vice President, Edward Stern & Co., Inc.

You can often measure the profits of a firm by the common sense possessed by the Purchasing Department. This speaker will share with the audience some of the purchasing procedure used in Edward Stern & Co.

IMPROVING YOUR QUALITY

LOUIS LANDENBERGER, President, Lithographic Technical Foundation

We are right in the middle of a change in materials and procedures used in this industry. Those who avail themselves now of the benefits of our L.T.F. will be the leaders of tomorrow.

BUILDING A LITHOGRAPHIC ADVERTISING CAMPAIGN

CHARLES V. MORRIS, Assistant to President, Henry Lindenmeyer & Sons

FRIDAY—P.M.

WHY WE BUY LITHOGRAPHY

Presiding: A. J. Fay, Western Printing & Lithographing Company

Harold E. Bisson, Production Manager, Fred Wittner Co., and President, Advertising Agency Production Club of New York.

George J. Jackson, Supervisor—Printing, Advertising & Sales Promotion Dept. of General Electric Company.

L. A. Squitieri, Printing Buyer, U. S. Rubber Co.

James Write, Printing Buyer, TWA.

These important buyers of lithography will discuss their experience with printers and lithographers. They receive your advertising and your estimates. Your salesmen receive the buyer's specifications and sometimes their copy.

PRACTICAL APPROACH TO COLOR REPRODUCTION

ROBERT D. SCHULZ, Eastman Kodak Co.

FRIDAY EVENING—Annual Banquet

All day Saturday will be given over to Question and Answer Sessions. The Litho Club of New York, the Lithographic Technical Foundation and the National Association of Litho Clubs have been invited to participate in this lithographic craftsmen's day. William J. Stevens, Manager of the Eastern Offset Division, Miehle Printing Press and Manufacturing Company, will preside over the following panel:

FILM-CAMERA—J. T. Groet, Eastman Kodak Co.

PLATEMAKING—Joseph Mazzaferri Colorcraft Company

PRESS—Roy Tyler, Harris-Seybold Company

PRESS—Al Kuehn, Miehle Printing Press & Manufacturing Co.

PAPER—John L. Kronenberg, S. D. Warren Company

INK—Ted Makarius, Pope and Gray

TECHNICAL—Michael Bruno, Lithographic Technical Foundation★★



OFFSET vs. COMMUNISM

By Charles B. Brownson U. S. Congressman from Indiana*

THE United States Information Agency conducts a worldwide information program which is carried out through the media of radio, films, publications, and the exchange of persons. Each of these programs is of great scope and complexity. Our interest here is in the telling of the story of America and the free world through newspapers, magazines, leaflets, posters, pamphlets, and pictures. This program leans heavily on offset lithography.

Lithography is playing a more and more important role in the struggle between free democratic ideas and communist tyranny.

(The agency announced August 23 that the Far Eastern program was being intensified.)

The International Press Service is one of the principal instruments for carrying out U. S. overseas information policy. In general terms the Washington Service plans the program, supports it so far as necessary from the Washington end, and carries on operations, such as the worldwide communications system, which can best be handled by Washington. A daily flow of about 150,000 words and 700 pictures is sent from Washington for use in 77 countries. In general, Washington makes up pilot

models which are sent to the field for adaptation to local use and for reproduction. Only 14% of the printing is done in the U. S.—this on a contract basis. Printing is done for the most part in or through the country missions and the regional production centers, such as the one at Manila which I shall say more about.

The total number of copies of magazines, pamphlets, posters, etc., produced runs about 100,000,000 per year. In addition, large quantities of materials are fed into local

* Excerpts from a talk by Congressman Brownson at the Washington Litho Club, May, 1954.

publications abroad. These take the form of photo-engravings (plastic plates), the 8,000 word daily wireless file, and a miscellaneous assortment of "slow" material sent to the field for indirect use through local publications. The type of material sent out from Washington varies from region to region and from country to country. Special requests from the country missions make up an important part of the total activity.

There are four regional service centers which produce some materials, provide technical assistance to the posts, and maintain production facilities either directly or through commercial sources.

The focal point of the entire press operation is the individual country mission or post called U.S.I.S. All materials must be screened and/or adapted for use in each individual country. Also the missions prepare material and specify their needs to the regional centers and Washington.

Over the past several years, there has been a considerable stepping up of activities in the peripheral areas including the Far East. Far Eastern materials are printed in 27 major languages and dialects. In the Philippines materials are printed in 7 different languages, such as Tagalog, Hilagyan, and Cebuyan. Three Chinese languages are used—Mandarin, Amoy, and Cantonese. In Indonesia only the standard language is used, although there are several hundred dialects. In the Tamil-speaking areas of Burma and Thailand, the Tamil language is not used because it is contrary to the policy of the government to do so. Printing of publications in all these languages is done at Manila. The operation of the Manila Regional Production Center is interesting.

In 1950 Communist propaganda activity and Communist armed aggression in Korea made necessary a tremendous increase in the quantity of printed material needed for distribution in the Far East.

Prior to 1950 most of the pamphlets, posters and magazines had been printed in the United States. The time lag between inception and distribution in the field usually was

more than a year. The problems encountered in translation, typesetting and proofreading such languages as Cambodian, Tagalog, Vietnamese and some 20 other similar languages were almost insurmountable.

If the needed printed material was to do the job that had to be done, it had to be produced in days instead of months. This meant that the materials could be printed only in the general area of distribution.

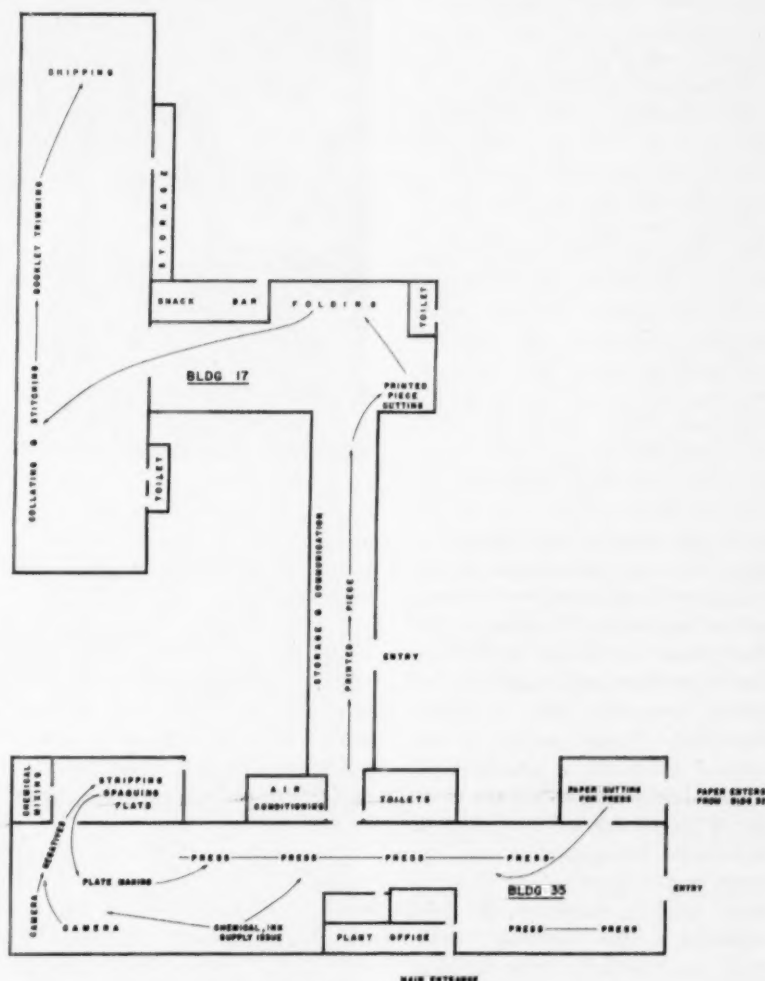
When similar situations were encountered before in Greece, Italy and other European countries, the local printing industry was able to provide printed material quickly. In the areas of the Far East, it was a far different

story. Even before World War II, with the exception of Japan, printing in the Far East was limited to a very few plants, most of which had little modern equipment. Practically all offset plates were, and still are, made by hand transfer methods.

Many printers destroyed their presses before the Japanese could take them. Most of the equipment that was left was taken by the Japanese or destroyed by them. So the post-war printers in the Far East could not produce informational materials in the quantity needed by us.

That left but one solution. We had to build a printing plant.

The photo-offset-lithographic meth-



Two Quonset huts house the Manila offset operations.

Offset in a Quonset

One of the four quonset huts that house the Far East Regional Production Center in Manila. Lower photo shows a portion of the offset plant inside one of the buildings.



od of reproduction was chosen because of its many advantages. In the Far East photographs and cartoon art are important. Because of the much lower percentage of literacy, comic-type illustrated pamphlets and picture magazines are of prime importance. Eighty percent of the material produced is graphic-type.

Photo-lithography solved the problems of typesetting and proofreading. Without the lithographic process, the center would have had to have as many as 150 characters in their "alphabet." The printing center would have needed a large building just to house the type banks. Many of the languages must be hand-set because no mechanical typesetter

invented can set some of them. In fact, some do not have type and must be hand drawn.

The problem of typesetting was solved by having U. S. information posts in each country prepare, or have prepared, type proofs or hand-drawn characters. Those were sent to the printing center, photographed and reproduced without much chance of error.

The Regional Production Center in Manila was built in 1950. Every machine, chemical, can of ink and all other equipment was secured in the United States and shipped to Manila. Two large quonset huts were selected for housing. Skilled native lithographers were non-existent. The

monumental task of providing new electrical wiring, plumbing, other "household" items, sorting out the thousand or so supply items and installing the equipment was begun. Training classes were inaugurated. Pressmen who had not even seen a printing press six weeks before were doing a creditable job on Harris presses. Forty-five days from the start of construction, planes were dropping leaflets on Huk communists in the mountains.

Today the Regional Production Center produces more than 3 million printed pieces each month—more than one-half million of which are magazines such as are shown on page 42. Production per machine

or per man is slightly higher than the U. S. commercial average. The Regional Production Center produces about 84% of the printed material originated for distribution in the Far East area. Currently there are seven Americans and a few more than 300 foreign nationals employed at the Center.

The Philippine local printing industry has benefitted too. RPC has become the "showplace" of lithography in the area and several printers have purchased new offset equipment and are using new photo-lithographic

methods they saw for the first time at RPC. The Filipino cameramen, platemakers and pressmen trained at RPC form a background of know-how that has strengthened the local industry and therefore the Far East.

We also have learned that our publications can be so fancy that they are automatically rejected in some countries. In the Far East a format familiar in the United States will be regarded as American propaganda. But if you print it in a familiar format, with cheap paper and inks,

the publication is acceptable to the people you are trying to reach.

We have also learned to be careful about how we use color. Gold has religious significance in some areas, as has also certain shades of green. In southeast Asia on the other hand, anything in attractive colors that doesn't offend is picked up by people to decorate their walls. From our point of view this is even better. It is seen not only by the owners but by all visitors.

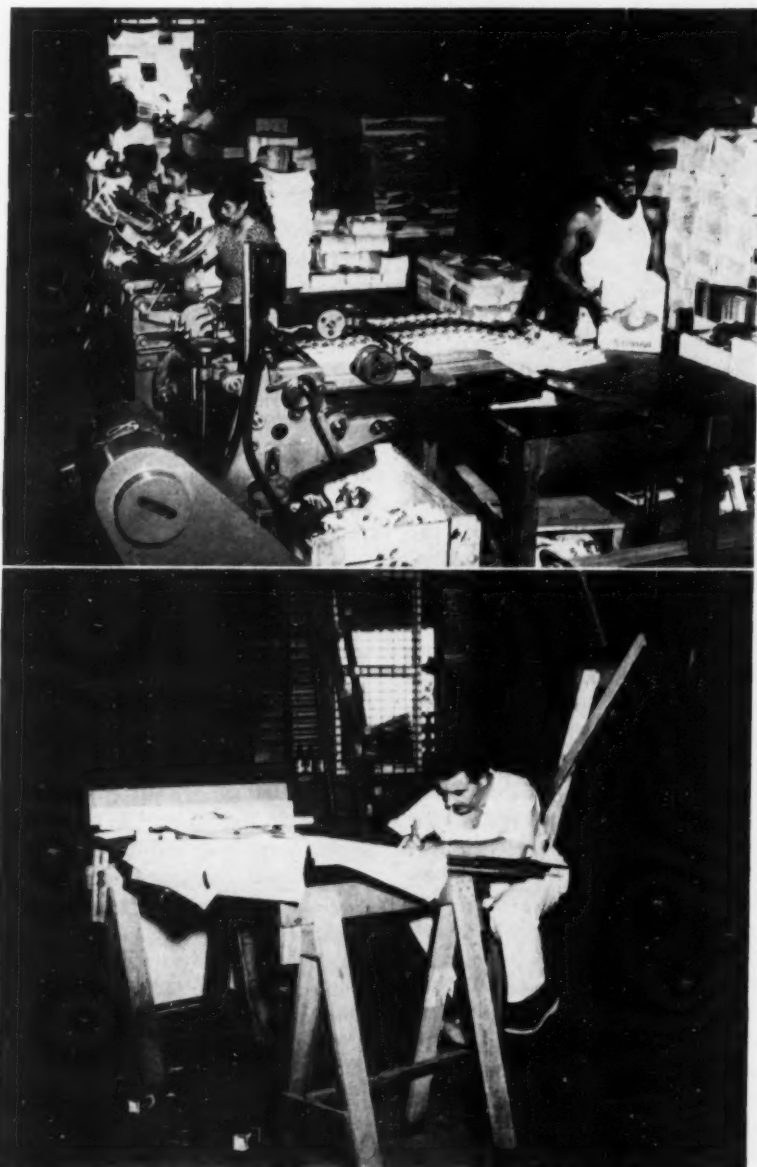
I do not think we could really use leg art to support American policy objectives, but, even if we could, leg art is not acceptable in many countries.

Our information program exists to create support, to create a climate of public opinion abroad, which will be favorable to United States actions and policies. This is not an easy task under any circumstances. We are dealing with historical attitudes and prejudices. We are dealing with the fact that a great power is always suspect in smaller nations. We are dealing with the fact that there are a number of important countries which can remember the day when they exercised the power in world affairs that this country now does. Naturally they don't like being accused of being American "puppets."

Particularly, we must remember that in this war of words, the Soviet and Satellite governments are spending uncounted millions of dollars a year, to fan suspicions of the U. S. and existing governments in Asian countries into a flame of resentment. The communists take advantage of every opportunity to convince susceptible peoples that communism will lead them to a happy and prosperous life.★★

Top: Several employees are shown with the Christensen collator and stitcher as copies of Free World magazine go through. It is printed in the Burmese language. Translation and typesetting is done in Burma and photo-proofs are sent to Manila for offset reproduction.

Lower: Ken Sayre of the U. S. Information Agency, who designed, built and operated the FERPC offset plant. The photograph was taken in a corner of the Quonset hut that now houses the pressroom.



Offset Magazines for Negroes Reach 345,000

By Haviland J. Reves

IN FORT WORTH, Tex., three rapidly-growing general circulation magazines for the Negro market are being produced by offset under the direction of a complete newcomer to the publishing business. George Levitan, one-time Detroit newsboy, today well known around Fort Worth as a sales promoter and industrial developer, took over the Good Publishing Company in October, 1951, when its two papers, "World Messenger" and "Negro Messenger", had a total circulation of 18,000. With the personal dynamism and the Midas-like touch he seems to have, he built this total to 45,000 in three months, then dropped the old titles.

Today there are three publications with a combined circulation of 345,000 — "Bronze Thrills", a romance type book, 135,000; "Jive", a similar magazine for a younger audience, 110,000; and "Sepia", a news-picture publication, 100,000. Taking over a business ready to close its doors, he has created a successful new business by tapping a new market which had not been thoroughly exploited.

Mr. Levitan was a successful business man, heading a large plumbing supply business which, together with adjacent warehouse space which his family-owned firm rents out to other business enterprises, covers six acres. When one sees him in any of his business ventures, it is obvious that he is the type who derives a genuine

satisfaction from being at the center of activity. Today Mrs. Levitan, a 4 foot 11 inch package of energy, runs the plumbing business, while he devotes most of his time to the offset-publishing firm.

With a safe million dollars made in his other business activities to his credit, he was not much interested in the prospect of just making money when the employees of Good Publishing Company came to him and insisted he was the only man in town who could make the venture go. Here is a firm deep in the South, publishing for the Negro market, with the staff made up almost entirely of Negroes, excepting Mr. Levitan himself, an artist, and the pressmen.

What he saw was the opportunity to create a business opportunity for the staff and others who would join them, by providing modern publishing equipment and methods, and the leadership necessary to integrate a successful publishing organization. He believed that the Negroes, usually lacking the economic opportunity for employment at good wages, could be trained to function with efficiency and loyalty, despite the serious doubts of his best friends.

The story of the personnel development is as outstanding as that of the increase in magazine circulation. All five of the original Negro employees are still with the firm — and three of them, as well as some of the newer

employees, are today buying their own homes.

Individual employees have shown remarkable ability to respond to the opportunity given them by Mr. Levitan. The writer was shown through the plant by a girl who was able to answer clearly most of the technical as well as general questions asked, including details of the press and bindery equipment. A couple of years ago she was a maid in domestic service.

Mrs. Adelle Jackson, another former maid who originally came from the cotton fields, today is well able to hold her own as the managing editor of all three papers. She it was who presented the plea of the employees to the publisher: to take over the plant and save their jobs. Then she was earning \$30 a week — a day before the writer's visit, she was given a \$1,200 raise and was said to be the highest paid Negro woman in the State of Texas.

The personnel accomplishment is exceptional. Starting from the very beginning, it was necessary to school most of the staff in the use of good English to meet the standards of a publishing office, and to teach them the methods of business. The intricate equipment of a modern offset plant is run today by this Negro staff — a new \$5,300 Just-O-Writer to set the text, a Film-O-Type for composition work on headings, giving a choice

Circulation



Fort Worth Publisher George Levitan and Mrs. Levitan check over reports of their offset publishing enterprise.

of 15 types in different sizes, and intricate accounting machines, to name a few.

The appearance of the plant is neat and clean—these people have a pride in their jobs today, as evidenced by the pleasure they take in letting people know they work there, and the willingness to do a little extra. Punctuality is notable—the record on both absenteeism and tardiness is virtually non-existent. Turnover is very low—and there are about 1,000 applications for work on file in a plant that today employs 35 people.

But Mr. Levitan's operation here is more than pure philanthropy. Perhaps it started as that, but it has grown into something much better in its significance for American enterprise—this plant is paying off. The essential basic capital, plus good training of personnel, modern equipment to do the job, sound and inspiring business leadership, and the fundamental ingredient of a sound idea that could reach out to supply an economic need—this is the formula of success at Good Publishing.

The circulation story has been told. The original investment was \$40,000. Three months later, when the circulation had trebled, Mr. Levitan had an offer to sell out at \$15,000 profit—checks were written

out to pay off the employees—but they were so disconsolate at the prospect that he tore them up and turned down the offer. Today the investment in the business is over \$300,000. Admitting that "I took a whipping here for a while," he points out that it is a profitable going business today. Plans for the future call for the early introduction of a fourth magazine, to be in the musical field.

A 6,000 square foot addition was built by Mr. Levitan himself in 29 days. Construction is another of his successful activities. Over at the plumbing supply depot, he built a two-acre warehouse in a year and a half, with the help of two other men.

Beyond the portrait of George Levitan that emerges from his business record, it is difficult to sum up the man himself. His story is the proverbial one from rags to riches almost literally. A quarter century ago he came to Fort Worth looking for work. He recalls his experience as a day laborer, and a spell of peddling fertilizer. Today he may be wearing a pair of \$3,000 Texan boots, and has a pair on order costing \$10,000. The latter may epitomize his complete acceptance of and by his adopted state—each side of the black patent leather will have a Statue of Liberty carved in relief in natural tan leather, with each hand bearing a two carat diamond; and

on the toe of each boot a relief map of Texas, with a three carat diamond in the center.

He takes a pride in the things he likes—such as the boots, or the two family Cadillacs (the firm has another seven-passenger model, used for escorting visiting celebrities like Joe Louis). But he lives in an old family home of modest size close to the downtown area, just noting that "I live with my mother-in-law." Yet he is thinking of building a new home that will have a swimming pool—a convenience rather than a luxury in Texas.

Mr. Levitan has the knack of learning mechanical things quickly. He knows a little about running everything in the printing plant, even though he knew nothing about the offset business until he came into this plant. The most striking example was his feat of watching the pressman one day for five hours on the ATF-Mann perfecting press—and the next day he surprised everyone by successfully running the press himself.

He is planning to buy neighboring property for another plant expansion. And he looks forward eagerly to the day when he will be able to offer jobs to more colored people in his shop—and envisions the transformation of the surrounding neighborhood, now covered with unpainted,

(Continued on Page 165)



This engraved stone carries letterhead designs of Anderson & Duniway Co., one of the predecessor companies of Abbott, Kerns & Bell, Portland, Oregon.

One of Portland's Oldest Companies Produces Diversity of Lithography

By John K. Standish

Portland, Oregon

AN unusual diversity of lithographed products rolls off the presses of Abbott, Kerns & Bell Co., one of Portland's oldest and largest lithographic concerns. Its history of some 80-odd years traces back through two predecessor firms, one of which operated some of the first stone presses in the Oregon region.

However, the present company was founded in 1912 under the name of James, Kerns & Abbott by the consolidation of two aggressive and successful companies, the James Printing Company and Abbott & Duniway. In 1948 the name was changed to the present form.

During the 42 years since its founding, it has had a steady growth in size and in reputation for turning out work of the highest quality. During all that time it has been strictly a commercial shop, operating flexibly to take advantage of new marketing opportunities as they have appeared, and attempting in most operations to be self-sufficient. It has never been a specialized house; at the same time, it has been an efficient producer of many specialized lines.

This has led, as it has in many printing and litho houses, to the development of many highly un-

usual skills and the acquisition of rather specialized kinds of machinery. Abbott, Kerns & Bell Co. appears, therefore, to be somewhat disparate in some respects; one wonders, for instance, that a composing room built largely for the production of railroad tariffs, should be in the same plant as a highly developed and extremely active litho department devoted to high-grade color work, and that there should be a bindery prepared to do almost anything, including the making of book covers. Thus this firm is prepared for almost anything, and actually its range of work covers a very wide field.

Ed James, who was president until his death in 1932, used to say that he never knew a "fine" printer who made money; but at the same time he demanded that every job, no matter how small or cheap, be a credit to the firm as an example of conscientious workmanship. This attitude was not a paradox. It meant simply that no sloppy work was ever delivered. The present management, said to be just as zealous, feels that such a practice continued for over 40 years, has given the plant the wide reputation for quality which it now enjoys.

Of the two parent firms, one of

them, Abbott & Duniway Co., had formerly been known as Anderson & Duniway Co., which operated an old stone press back in the 1870's or 80's. No one knows much about the history of that company, but many of its old stones are still in existence.

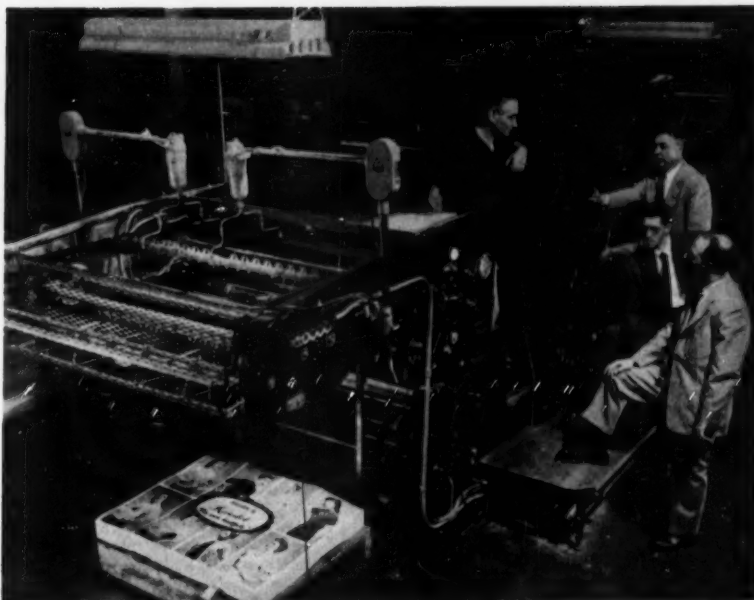
One of their employees, Oscar Waldstrom, who went to work for them in 1883 as a boy of 13 to learn the trade, retired in 1952 at 84, having worked for 69 years for one firm, successively as stone pressman, transfer platemaker, and plate-grainer. This firm bought its first offset press—a Harris 22 x 28, in 1911. This served until 1937, when the big change was made to photo offset. At this time a new 22 x 34 Harris was installed, and also a Monotype overhead camera and all the necessary equipment for platemaking. In 1946 a small Harris was added; in 1948 a 35 x 45 Harris, and in 1953 a 35 x 45 Harris two-color. This many-fold increase in capacity has been necessary to keep pace with needs in this fast-growing section of the country.

Of the two parent companies, one of them has its roots lost in the past. The other one, James Printing Co., was founded in 1894 (?) by Henry James, who came from Cincinnati in

that year with his two sons, Ed and John. W. W. Kerns, who learned the trade in Portland and worked as journeyman in a number of shops, was foreman for Mr. James, and bought into the firm as a partner when the consolidation was made. Mr. Kerns and Mr. Abbott have now retired from active work.

Present officers are Donald P. Abbott, president, who joined the firm as salesman in 1930; Milton E. Bell, vice president, for many years a salesman for Farwest Printing and Litho Co. of Seattle, and Charles H. Belding, secretary-treasurer, son of a well-known Portland printer, who joined the firm as salesman in 1945 following his discharge from the army. Also on the staff are C. L. McAllister, another Seattle salesman, and Robert W. Odell, just learning the ropes.

The present management is thus thoroughly sales-minded, but all members have a solid background in production. Mr. Abbott has always believed that the best managers came from the ranks of properly trained salesmen, and this policy has required that salesmen, right from the beginning, be also managers of their own accounts. This practice admittedly results in a certain degree of confusion and cross-purposes, but it also means that the salesmen are well-rounded, capable of seeing their problems in the whole, and of being true representatives of the firm. This is not in accord with general practice, but has been highly successful here.★★



Top: Robert Kopta, press foreman, (in press) talks with Charles Belding, Donald Abbott and Milton Bell, company officers.

Center: L. to R. are Charles Belding, Harold Verberg and Milton Bell.

Lower photo shows Joe Kratky, foreman of the plate room, W. W. Kerns, and Arthur Hansen, superintendent. The men are examining one of the company's old stone engravings which is shown close-up on the preceding page.

Estimates Accurate? — Sales Specs Adequate?

Evaluating Color Copy for Estimating

By Harold Drury

Manager, Estimating and Administrative Dept.
Forbes Lithograph Manufacturing Co., Boston

ONE of the biggest problems that an estimator encounters is figuring the costs of positives from a relatively inaccurate picture of the artwork forwarded by the salesman. It would be wonderful if every estimator could see the final finished artwork before putting in a final price. For many reasons this is not practical, although it would be most desirable.

I think we all will agree that we can establish fairly definite standards and costs for all of our various lithographic and finishing operations with the exception of the variable items involved in the preparation of positives. The matters of different scale, whether or not the artwork includes transparencies, Ektachromes, or conventional art, or art with color overlays, all affect the price of the positives to a very considerable degree. Some artwork is furnished all nicely patched into position, and represents but one set of separation negatives and one set of positives. Similar art may be furnished in many different pieces, no two of which may be grouped together, and may represent very elaborate costs in combining by stripping or photo composing on the press plate, so that it is very possible that the cost of positives in the second case can be double the cost of positives in the first case.

Teach your salesmen what a good reproduction proof looks like. How many times has your camera operator attempted to improve the quality of reproduction proofs and type matter

at considerable cost to your plant, when, if the salesman knew what a good reproduction proof was, he could have insisted on good copy at the beginning?

The quality of reproduction proofs is subject to wide variation, and the negative you get from poor reproduction proofs cannot be touched up to make up for what the composition house failed to do in pulling the good proofs. Certainly salesmen ought to be aware of what is a good proof and what is not.

There are certain types of artwork that are difficult to reproduce. For instance, light pencil sketches, or very light or dense transparencies. There are certain other types of artwork which lend themselves to masking techniques and involve very little color correction. Such subjects could be groups of Flexichromes carefully balanced as to color and all in the same scale. We find that the more complete and detailed information the salesman gives us as to the artwork, the better our price is; and, if we get the business, the nearer the plant comes to meeting the estimate.

I think also that we should recognize that there are certain problems in lithographic printing that should be a red flag to the salesmen. These problems are not common to other types of printing, and a frank recognition of our problems in lithographic printing at the start of the job is much better than a weak alibi when

the customer is not satisfied with the finished result.

If you are printing a maximum size sheet on a 76" press on a 50 or 60# offset stock, and the design calls for reverse white lettering with fine letters to be cut out of the four process colors, you know before you begin that you are going to be in difficulty somewhere on such a large sheet.

Sometimes the artwork contains large areas of flat halftone tints which are to be made up with two or three of the colors of the job. I think we all will agree that any variation in the colors involved in these tints is going to mean a greater variation in the color of the job. Thus what you end up with is a wide variation of the color, which is made up of the two or three halftone tints.

We know such a problem should be avoided in the making up of artwork. But certainly if artwork is handed to a salesman, a frank discussion of this problem is better at the beginning than in the final post-mortem of an unsatisfactory job. Here is a case where the printing of a flat special color would simplify the problem for the lithographer. Who will pay for the additional printing is up to the selling skill of your salesman.

While on the subject of artwork, let us discuss the matter of quality of work expected on any lithographic job. Now we all know that all of us print "nothing but the very best quality," and that we are all "quality

houses." This makes good talk for the lithographic salesman, but does not help us at times in getting business, and in making a profit on the business we do get. Probably the best way to approach this particular specification is to find out what the customer has already purchased in the line of printing. It need not necessarily be offset printing, but any type of printing. This generally gives the salesman an opportunity to introduce the matter of quality on the basis of what he has purchased before. Certainly the customer will know whether or not he liked it and whether or not he wants a similar quality or a better quality. The previous job will also give the estimator a pretty good idea of the costs involved to get the desired quality. If the customer has never purchased any printed material it is a wise idea to show him samples of your work and introduce for a frank discussion the matter of quality. Quality costs money, there can be no disagreement with that statement. Likewise, another statement that is true is that not all lithographic work need be of top quality. Much of the work we produce, and produce profitably, is of good commercial result and suitable for the particular end use.

Nothing is more expensive to the lithographer than to estimate on a regular job, and then find after receiving the order that the salesman has committed the company to a top quality job, and that the customer's orders and various correspondence constantly reiterates this particular condition.

This means then that additional care must be spent in the preparation of positives, extra etching time not estimated, time spent in cleaning up of lettering, careful proving with expensive corrections before going to press, a better grade of stock — all in order to get the printing result required. Then follows careful handling through the finishing operations, even with single examination of each piece produced. This can be the difference between profitable and unprofitable work.

Many of us have a particular set of problems where we operate our

own bindery, carton, or cutout finishing departments, where we must have many additional specifications that are many times not the problem of a lithographer who simply prints. Often the difficulty in the actual manufacture of some of our products is greater than in the printing of those products.

One sound procedure to overcome most of these difficulties is by making up dummies on the exact stock of

Second of a Series

This is the second of a series of three articles on the various phases of specifications and other considerations involved in estimating and planning. These articles are based on Mr. Drury's presentation at the recent convention of the Lithographers National Association at the Greenbrier, White Sulphur Springs, W. Va.

the job, having these dummies approved by the various manufacturing departments involved, and then submitting these dummies to the customer for OK. The OK'd dummy then becomes the manufacturing copy, and where the customer retains a duplicate of this, it is found that there is a definite meeting of the minds between the lithographer and the customer as to what was discussed some months before, and what is being delivered in the final product.

Don't forget that it is cheaper to make up 1,000 blank cartons from a single die, or 1,000 folders, to let the customer test the items on his machines than it is to try to make an accurate judgment from one handmade dummy.

In the manufacture of die-cut displays, counter merchandisers, etc., we find that the salesman must cover in particular the exact makeup and packing specifications in order that, when the display or merchandiser is received, it will be in usable form.

For instance, many merchandisers must have the scores broken before the customer's girls put the product in the merchandiser. If this particular hand operation is not covered adequately between the customer and the salesman, then there is considerable bickering and additional cost at the end of the job to put the

merchandisers into suitable shape. We encounter the same problem with waste to be punched out of holes on a card or a merchandiser. Sometimes this can be done in the packing of the final product, but many times the waste causes the customer trouble, so that it is better that the lithographer has it punched out before the cards are delivered.

Many of us have found also that it is quite enlightening to both the customer and the printer to discuss the matter of final packing in some detail. There have been cases where an expensive corrugated carton has been furnished and then it is found that the customer has purchased a slightly different carton in which to pack the filled merchandise cards. With the proper examination of specifications, one corrugated container could probably serve the purpose and make a more economical overall price to the customer.

In the production of some display cards which are filled automatically, the accuracy of die cutting and the correct selection of the stock on which the card is to be printed is of far greater importance than the printing of the job. In other words, here you are manufacturing a paper item within very narrow limits of accuracy. Sufficient time must go into the testing and selection of the board and the making up of the final dies, the makeready on the cutting and creasing presses, so that each card is identical with every other card in the lot, so that the cards will operate through filling machines at the speed the customer desires.

Packing specifications should always cover whether or not the material is to be packed bulk, or whether or not the customer is to send in shipping lists which require special packing. We have had many cases where we have packed an entire display job for bulk shipment, and then found that we have received detailed shipping lists requiring opening of every carton, making up into larger or smaller lots with the purchase of special containers. Where this item was not covered adequately

(Continued on Page 153)



New International Craftsmen officer line-up, L. to R.: Albert L. Kolb, Buffalo, treasurer; Ferd Voiland, Jr., Topeka, third VP; Thomas P. Mahoney, Chicago, president; A. R. Tommasini, Berkeley, Calif., first VP; George Wise, Cleveland, second VP; and Howard N. King, York, Pa., retiring president.

Craftsmen Elect Mahoney; Membership Reaches 13,739

ALITHOGRAPHER was elected president of the International Assn. of Printing House Craftsmen at the annual convention, while a clinic on offset and dry offset drew a full house as a convention feature. The convention was held August 8-11 at the Bellevue-Stratford Hotel, Philadelphia. Thomas P. Mahoney, vice president of The Regensteiner Co., big Chicago lithographing concern, was moved up to the top spot in the Craftsmen organization after having served the past year as first vice president. He succeeds Howard N. King, The Maple Press, York, Pa., in the office.

Henry A. Schneider, of Charles Francis Press, New York, Craftsmen second vice president during the past year, withdrew from the office because the pressure of business would not permit him to devote sufficient time to the International affairs.

A. R. Tommasini, University of California Press, Berkeley, was elected first vice president, from the post of third VP he formerly held. Two new men were brought into the list of top officials. They are George

Wise, Dugan-Millis, Inc., Cleveland, as second vice president; and Ferd Voiland, Jr., State Printer of Kansas, Topeka, as third vice president. Mr. Wise is a past president of the Litho Club of Cleveland. Both men have been active in International Craftsmen affairs. Albert L. Kolb, Buffalo, was re-elected to his sixth term as treasurer. P. E. Oldt continues as executive secretary.

Outstanding growth in membership of the International Assn. was reported to the convention by George Wise, who was membership chairman for the past year. During the year ended June 30, 2,610 new members were taken in by local clubs. After deduction of a loss of 1,597, the net gain was 1,013 members, compared to a net gain of 452 members the previous year. The total membership was 13,739 on June 30. Five additional clubs came into the International in the past year, making a total of 98 clubs.

The association selected Los Angeles as its convention city for 1956, having already set the 1955 meeting for Cincinnati.

Registration this year at Philadelphia was about 850, although this total was boosted considerably by many who attended only parts of the convention.

Offset lithography played to a full house in the annual offset clinic. A panel of six men was presented, and the discussion was moderated by Kenneth R. Burchard, School of Printing Management, Carnegie Institute of Technology, Pittsburgh.

The aim of quality control in lithography is not to produce perfection, but to produce adequate printing by the plant's standards, it was explained by Walter A. Kaiser, Edward Stern & Co., Philadelphia, who discussed controls in lithography. The competence of the men as well as the methods used, is of prime importance, he said. Most of the vexing cures for the many problems encountered can be avoided by anticipating and preventing trouble, he asserted.

Offset plates of four basic varieties were described briefly by Joseph W. Mazzaferri, Colorcraft Lithoplate Co., Philadelphia. These are the surface,



OFFSET CLINIC PANEL—L. to R.: Samuel F. Chernoble, James Basmajian, Daniel J. Gallagher, Kenneth R. Burchard, moderator, Joseph Mazzaferri, A. R. Kirkpatrick (in rear), and Walter A. Kaiser. At right is new international president Thomas P. Mahoney addressing the convention.

deep etch, presensitized and multi-metal. Improvements in surface plates in recent years have made them much more stable than before, he explained, and this also is true of deep etch plates. Presensitized plates have the advantage of speed, and have brought about the use of surfaces with finer grains, or no grain. The multi-metal plates have brought lithography into the long run field and produce fine quality with easier control.

Daniel J. Gallagher, Crescent Ink & Color Co., Philadelphia, outlined various improvements made in litho inks in recent years. Improved vehicles and pigments, many derived from chemical synthetics, now produce faster setting and drying, more stability, better film forming, and cleaner more permanent colors.

A. D. Kirkpatrick, Rapid Roller Co., Chicago, spoke briefly about the place of rollers in offset. He said rollers must change as other changes are made in the process, including inks, plates and machinery.

An increasing number of printers are interested in dry offset, according to James Basmajian, the Dow Chemical Co., Midland, Mich. He said his company is interested in the field because it already is a big producer of magnesium.

Final speaker on the panel, Samuel F. Chernoble, the Comet Press, Inc.,

New York, declared that dry offset has been used for 50 years. He said his plant first became interested in the process as a substitute for letterpress and that with the help of American Type Founders and the American Newspaper Publishers Association, the plant now has four presses running wet or dry offset up to 150 screen.

"We know how to print by dry offset," he stated, "the next problem is platemaking. With this process you can print as fast as the cylinder will go, with no makeready."

Mr. Chernoble said he thought Dow has done a good job of research in dry offset so far.

"Dry offset is a very versatile process," he asserted. "The printer doesn't have to be a chemist, ink isn't emulsified, plates wear virtually forever and there are no problems with humidity."

In an interesting comment at the conclusion of the panel, moderator Burchard said it was his opinion that dry offset won't make the progress it should because it has been sidetracked for so long. He placed part of the blame on platemakers who opposed the process for a long time before approving it at a convention



Ray Miller, right, was general chairman of the Philadelphia convention.



Above, L. to R.: The photo-typesetting panel, A. J. Tate, J. K. Costello, George Nelson, Henry Schneider, presiding, Frank M. Sherman, moderator, C. P. Palmer, and A. L. Bellotti.

Left, new appointees of committees and commissions. Seated L. to R.: Elmer H. Tess, Duluth, Minn., Assistant Membership; Charles V. Morris, New York, N. Y., Public Relations; Floyd P. Larsen, Great Lakes, Ill., Printing Week; Alfred T. Peters, Utica, N. Y., Constitution and By Laws. Back row, L. to R.: Thomas Tierney, Boston, Club Bulletins; Gladie Oakes, Chicago, Advisory; Pearl E. Oldt, Cincinnati, Executive Secretary; Harry B. Friedenberg, Detroit, Participating Memberships; Howard N. Keefe, Cleveland, Publications.

Missing from this picture are James Ross, Montreal, Club Programs; Byron C. Culver, Rochester, Graphic Arts Education; Milton Horn, Fort Worth, Historian; Peter Bernard, New York, N. Y., Safety; William Gutwein, Louisville, Supervisory Training; Kenneth R. Burchard, Pittsburgh, Pa., Education.

last fall. Mr. Chernoble expressed disagreement with this view, citing recent cooperation of photo-engravers.

In answer to questions from the floor, panel members had these comments: it depends on the volume of your business whether you should use a platemaker or have your own plate department; work closely with technical advisers before going into web offset, and only if you have big volume or specialty work; it is easier to do dry offset than wet, but mechanically, it can be very difficult; if you "doctor" ink, make sure you know what you are doing or it can be disastrous.

Development and the present status of photo-typesetting were covered in another clinic of principal interest to offset lithographers. Frank M. Sherman, executive director of the International Typographic Composition Assn., moderated a panel which included C. P. Palmer, Printing Div., the duPont Co., Wilmington; Albert Tate, manager of the Photo-Composition Div., Typographic Service Co.,

Philadelphia; George E. Nelson, Lanston Monotype Machine Co., Philadelphia; Joseph K. Costello, Jr., Progressive Composition Co., Philadelphia; and Alfred Bellotti, McLean Bros., Ltd., Montreal. Mr. Sherman, in his introductory remarks, said that Intertype Fotosetters in use now number about 125. The Fotosetter is the only machine thus far in commercial production which produces photographic text composition. Several others produce display types on film.

Mr. Palmer, who buys composition and printing for duPont, said that the use of photo-typesetting is actually a new concept rather than a substitute for hot metal type. He said that by far the greater part of the volume of commercial typesetting is for reproduction proofs, and that the new photographic methods are producing good quality work at lower costs. In his experience, he said, photo-composition costs, including corrections, are about one-third less than costs for hot metal composition. This is due in a large measure to

better planning, and elimination of false starts, unnecessary art time, and waste motion. Ease of make-up is one of the principal advantages of photo-composition, he said. Other advantages include perfect images, perfect alignment, wider measures, non-smear proofs, ease of assembly, and speed in handling. He added that new plate techniques are putting letterpress printers in a better competitive position relative to lithography.

Mr. Tate, whose plant operates Fotosetter, ATF-Hadego, and Film-O-Type machines and Fotomaster camera, further discussed use of these new tools. Mr. Nelson said that the first commercial model of the new Mono-Photo is to be installed in a Philadelphia plant during September. He explained how the British-developed machine works, producing composition from 6 to 24 pt., up to 60 picas in width. There is a keyboard unit which produces a perforated

Continued on Page 155

LITHO PRODUCTION

Clinic

by Theodore F. Makarius

Control of Fountain Solutions

CLEANLINESS is the most important factor in the control of fountain solution. Starting at the water fountain, every effort should be made to clean the fountain pan frequently and remove the scum and lint from under the fountain roller. The slime that collects in the bottom of the pan is mostly bacteria from the soured gum and is the main cause for the rotting of dampener coverings. While the sediment remains in the fountain it is impossible to maintain a constant pH of the solution. Regardless of the strength of the stock solution it becomes neutral very shortly after it is added to the pan containing bacteria or slime.

When checking the pH of the solution, samples should be taken from both the fountain pan and the stock solution and their readings compared. If a difference in the reading is evident the fountain should be cleaned at once. Regular checking of the fountain solution can be very helpful if records are kept, for the fact that a plate will not run clean with the prescribed pH may indicate that a cylinder is overpacked or dampers need looking into. The range of pH varies in different plants but

it is safe to say that good results will be experienced with a pH of between 4.2 and 3.8. There is a theory that zinc plates require a lower or stronger pH than aluminum but this is questionable since there are so many other factors involved. Anything stronger than a pH of 3.8 is too strong for either, and either may be run with much higher than 4.2, all things being equal.

Most important in the fountain solution is the gum arabic, or a substitute, for without it the plate becomes sensitive to grease and in the normal course of running it is the only way in which the water holding film is replaced. Since gum is hygroscopic and partly insoluble in water, the thin film of gum on the surface of the plate is the means of holding the moisture and consequently resisting grease or ink in the non-image area. As the run progresses this film is worn away and unless a small quantity is constantly replenished through the fountain solution, it is reasonable to assume that a point may be reached where the non-image area of the plate will be void of the necessary gum coating.

While the presence of gum is essential, an excess may be equally

detrimental. Therefore, let us say that one ounce of gum arabic 14° Baumé to a gallon of fountain solution should suffice.★★

• A Fountain Solution that Reduces Dermatitis

(Following is a discussion of a fountain solution formula which is said to reduce danger of bichromate and chromic skin trouble. This material is from the current issue of LTF's "Research Progress."—Editor.)

ONE of the things that the Lithographic Technical Foundation has constantly worked toward is the elimination of bichromate and chromic skin trouble in the lithographic process. Pressmen seem to have the most trouble. Recent work with a non-bichromate fountain solution may be the answer that they have been looking for.

This solution is not new. It has been published in several of LTF's recent Bulletins. The Foundation hasn't talked too much about it because they were still collecting enough evidence to see if it was a fully satisfactory substitute for bichromated fountain solutions.

It takes experience on a wide variety of long run jobs in different

sections of the country for a long time to establish the value of a fountain solution. Since no accelerated test has been worked out, LTF couldn't do the testing at their lab.

So, they have been checking the experience of a number of lithographers who have been using this formula for over two years. In all cases, reports have claimed it to work as good as or better than bichromated fountain solutions on either zinc or aluminum plates. Here is the formula:

Some pressmen have had less trouble with stripping when they use bichromated fountain etches. However, roller stripping no longer needs to be a problem in any plant. The new press wash-up solutions and the LTF's simple technique of copper plating steel rollers with a chemical solution are very effective in preventing roller stripping. Plants using these developments report that roller stripping is a thing of the past.

Bichromate is not the cause of all

Usual common hazards, such as smoking and matches, misuse of electricity, heating defects, etc.

Discussing "Printing Industry Fire Hazards" in the National Safety Council's printing and publishing section News Letter for July, Mr. Braidech asserts that the risk of fire exists equally in small job shops and the large establishments, where processes are practically the same and vary only to a degree with size of plant, the equipment and stocks on hand.

The hazard of flammable inks and cleaning fluids will always be a factor in the printing business, he declared. Much of the ink used today is, however, not highly volatile, he says, so that, with ordinary ventilation usually needed for the workers' welfare, there is little need for concern. He does, however, mention rotogravure inks as particularly flammable and needing ample and reliable ventilation.

STOCK SOLUTION A

	<i>Metric Units</i>	<i>U.S. Units</i>
Zinc Nitrate, Tech. Grade	340 grams	12 av. oz.
Phosphoric Acid, 85%	45 cc.	1½ liq. oz.
Water to Make	3785 cc.	1 gallon

STOCK SOLUTION B

Water	3785 cc.	1 gallon
Cellulose Gum (dry)	113 grams	4 av. oz.

WORKING SOLUTION

Stock Solution A	45 cc.	1 liq. oz.
Stock Solution B	45 cc.	1 liq. oz.
Water	3785 cc.	1 gallon

If the etch darkens zinc plates, reduce the phosphoric acid in Stock Solution A to 25 cc. or 1 ounce. Try to keep the working fountain solution between pH 5.0 and 5.5. When you make adjustments, increase or decrease the amount of Stock Solutions A and B in equal amounts.

In certain areas, aluminum may develop a peppery ink-dot scum with straight cellulose gum in the fountain solution. If this occurs, ½ ounce of gum arabic and ½ ounce of the above cellulose gum solution may prevent it. In an extreme case of ink dot scum, you may have to add a little bichromate to the solution. This, however, should be used only in an emergency, and never as standard practice. (Aluminum plates treated with LTF's Post-Brunak solution should not develop ink dot scum.)

You can substitute 14° Baume' gum arabic solution for Stock Solution B if you wish. Ordinarily, however, cellulose gum gives you better wetting so that the solution can be used at a higher pH. Also, you tend to have less trouble with glazing of the ink rollers and blanket when you use cellulose gum instead of gum arabic in the fountain.

dermatitis. Some cases may be an allergy or sensitivity to things like turpentine, benzene, and other solvents. This non-bichromate fountain solution will be of help to pressmen who are sensitive to bichromate but it can't be thought of as a cure-all for all skin trouble.★

Cites Plant Hazards

Careless handling of printing inks, ink thinners and flammable cleaning fluids is ranked by the National Board of Fire Underwriters as first in importance among the principal cause of fires in printing plants. Six other common causes of fires, as listed by Mathew M. Braidech, director of the National Board's research division, are as follows:

Paper ignited by gas or electric dryers or through electrostatic sparks.

Friction sparks from printing or processing units igniting paper shreds or inks.

Careless handling of waste materials — shredded paper, etc.

Spontaneous ignition of oily rags or papers.

Lead melting or glue heating in larger plants.

Nekoosa Pays Dividend

The board of directors of Nekoosa-Edwards Paper Company, Port Edwards, Wis., re-elected all corporate officers for the coming year and declared a 50¢ per share dividend at a meeting on July 24, held immediately after the company's annual shareholders' meeting, according to an announcement made by John E. Alexander, president and general manager. A record attendance of 277 persons was reported for the annual meeting.

The dividend is payable September 10, 1954, to holders of record at the close of business August 27, 1954.

Company officers re-elected by the board of directors are: John E. Alexander, president and general manager; Charles H. Reese, vice president; Neil E. Nash, vice president and secretary; S. A. Casey, vice president and treasurer; and Donald Lichty, controller.

Donnelley Director Dies

Ernest W. Dresser, 84, former member of the board of directors of R. R. Donnelley & Sons Co., died Aug. 4 in his Wheaton, Ill., home.

Photo-Composing

6. Contact

By Charles W. Latham

CONTACT on some of the older machines was obtained with mechanical pressure. This was never entirely satisfactory. It is better to use atmospheric pressure as this is always an even pressure over the entire area of the negative. To get a pressure differential between the back of the negative, the back of the plate, and the contact surfaces, vacuum is employed. Much of the air between the faces of the plate and negative is exhausted with a vacuum pump. The pressure differential then will be from 5 to 12 lbs. per square inch and insure good contact.

To obtain and maintain vacuum between plate and negative surfaces, all possible air leaks must be sealed off. There must also be channels to allow trapped air to bleed off. These channels show in several of the pictures and prevent accumulations of air from holding the plate and negative apart.

Air leaks are sealed off with rubber gaskets. They must be placed on the negative frame at a point where air would normally leak between frame and plate. They must also be placed where air would leak between negative glass and frame. Very little mechanical pressure is used to obtain contact between the rubber and the metal. The actual sealing edges of the rubber gaskets are in some cases quite thin. They are arranged so that atmospheric pressure acts as the contact pressure. See Fig. 43.

Of course any dirt on the rubber will prevent sealing. Stiff, cracked, or glazed rubber gaskets are almost useless. Damaged gaskets will, of course, leak. The vacuum gauge is the best indicator of whether or not the gaskets are doing their work. If, however, poor contact is suspected even though the gauge shows high vacuum, the contact must be inspected with a pen light and a magnifier.

If perfect contact is not obtained a condition called "undercutting" will occur. This means that the light from the arc lamp and reflected light from the housing will penetrate inward from the rim of the black dots on the negative or positive. See Fig. 44. This undercutting will cause the print-

ing dots on surface plates to be too large, and on deep-etch plates too small.

Some operators make use of this condition to strengthen tones on albumin plates or sharpen tones on deep-etch plates. This may be done by placing a sheet of cellophane between the glass and the plate. The thicker the cellophane, the more effect it will have. At times, a poor negative or positive will produce a better result by use of this method. It is not good practice, however, to rely upon this makeshift. It upsets tone value relationships. It does not increase or decrease dots proportionately. The small dots are affected many times as much as the large ones. This causes high contrast with positives and flattening of tones with negatives.

It must be remembered that no matter how high the vacuum, perfect contact is never accomplished. The best that we can hope for is to get the emulsion side of the negative close to the coated side of the plate. Plates usually have a grain, and even if they are grainless, perfect contact is not obtained. In order to get the same size dots on the plate as are in the negative we must print from a pin point source of light. This too has not been accomplished. The arc lamp has a fairly small light source
(Continued on Page 161)

FIGURE 43

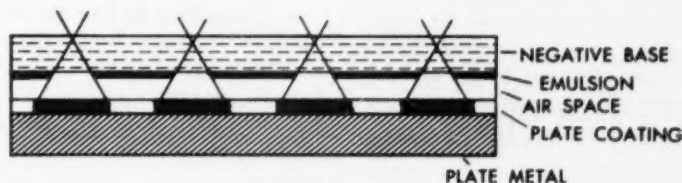
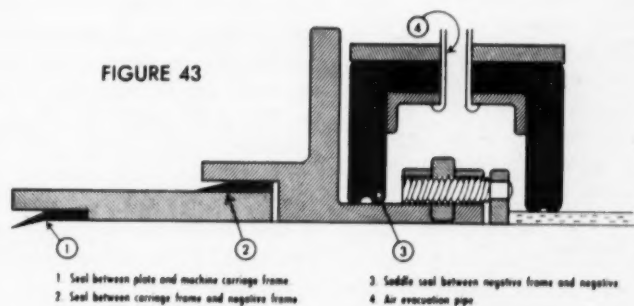


FIGURE 44

Technical

SECTION

LTF Improves Accuracy with The PAPER HYGROSCOPE

THE LTF Paper Hygroscope was developed in 1931. Often called the "Sword Hygrometer," it is a long, slender instrument with a moisture sensitive element. When the tip of the instrument is inserted into a pile of paper, it measures the difference between the relative humidity (RH) of the pressroom and the RH of the paper.

The hygroscope has a piece of gold beater's skin¹ mounted inside the blade tip. This membrane expands when it picks up moisture and contracts when it loses moisture. When the membrane expands or contracts, it moves the indicator on the dial.

When you can accurately measure the RH of paper you can tell if it has to be conditioned to avoid trouble from wavy edges, tight edges, or poor register. Also, you can check pre-conditioned paper to see if it is actually as specified.

The hygroscope was designed originally to show only the differences between room RH and paper RH *when both the room and the paper were at the same temperature*. Readings made when the temperature of the paper and the room were different were not accurate. Accuracy again

suffered when there were wide differences between the RH of the room and the RH of the paper. Also, calculations to determine the actual RH of a skid of paper varied widely. These were made by adding or subtracting the hygroscope reading from a measurement of room RH. They were not reliable unless the temperature of the room and of the paper were the same and their RH's were close.

These were rather serious limitations of the instrument. So, the Lithographic Technical Foundation made a study that produced the correction chart on pages 59. It corrects any error due to differences between the RH of the paper and the room. According to LTF, it converts instrument readings made under a wide variety of room and paper conditions to give the RH that the paper would have at 75° F. It is accurate to about $\pm 2\%$ RH.

How to Use the Chart

LTF's alignment chart is based on a rather lengthy equation developed from the data that they compiled during the study. Although you could use the equation and compute the corrected reading, the use of the chart is a lot faster and easier.

To use the chart, here's what you do:

1. Determine the room RH with a wet and dry bulb hygrometer — preferably a sling psychrometer. Make sure that the wick on the wet bulb is clean. If you use the sling, whirl it at a rate of at least two revolutions per second until the wet-bulb temperature stops going down. If you use a stand-type instrument, blow air across the wet bulb with a fan. These procedures are necessary to avoid incorrect *high* readings of room RH.

2. Determine the difference in room RH and paper RH with the Paper Hygroscope. Swing the hygroscope in the pressroom air for at least a minute. Zero the dial indicator and insert the sword in the pile. Leave it in the pile for one minute and then record the reading.

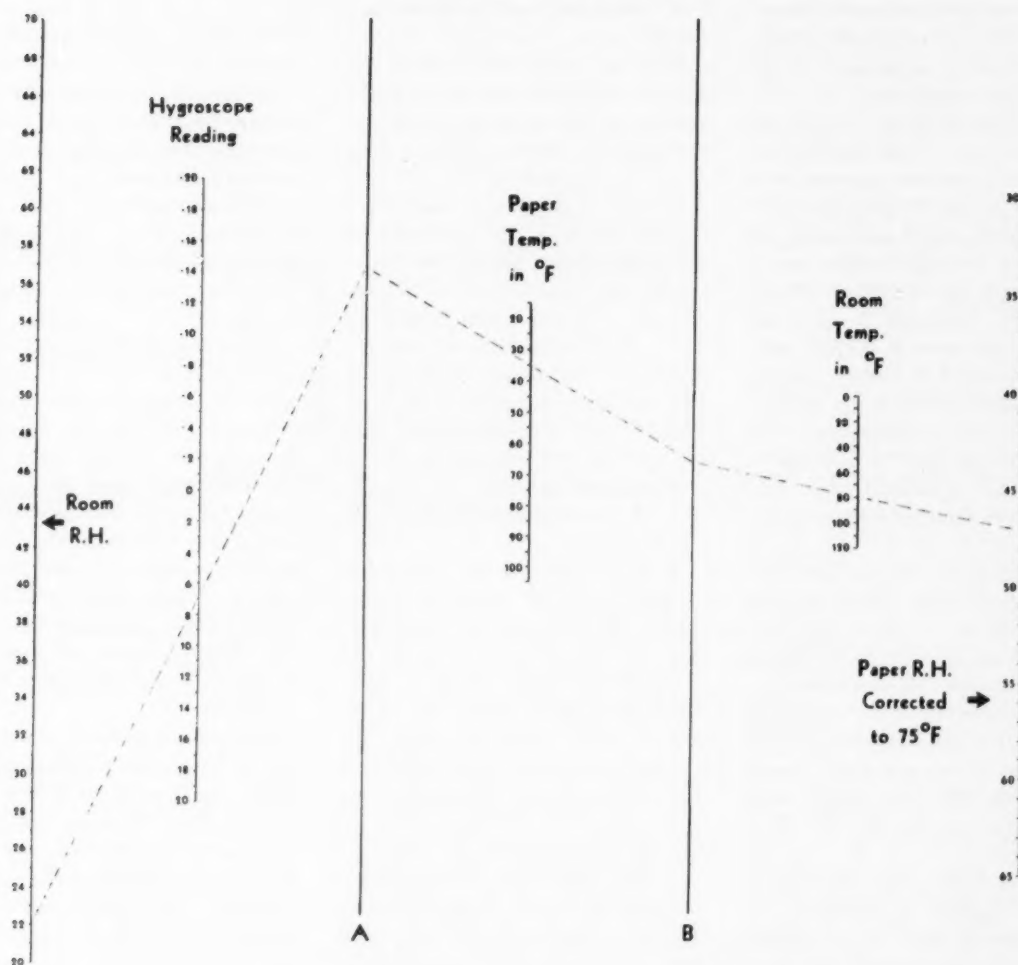
3. Insert a long thermometer in the pile of paper. After one minute record the temperature of the paper. (*Note: The paper should not be unwrapped when the sword and temperature measurements are made. Cut a small slit in the wrapping to insert the instruments.*)

4. Record the room temperature. These four readings can now be used to determine what the paper

¹Gold-beater's skin is the membrane around the large intestine of the ox. It was used originally to separate the leaves of metal when gold was hammered into thin sheets.

PAPER HYGROSCOPE CORRECTION CHART

By Gordon C. Wheeler



RH would be at 75° F. In this example, let's say that we have the following figures:

1. Room RH = 22%.
2. Hygroscope reading = $\pm 7\%$.
3. Paper temperature = 35° F.
4. Room temperature = 80° F.

Lay a straight edge or ruler on the chart so that it touches 22% on the "Room RH" line and $\pm 7\%$ on the "Hygroscope" line. Then make a light pencil mark at the point where the ruler crosses line A.

Now, move the ruler so that it touches (1) the point you just made on line A and (2) the "Paper Temperature" line at 35° F. As before, mark the point where the ruler crosses line B. Move the ruler again so that

it touches your point on line B and 80° F. on the "Room Temperature" line.

The RH of the paper corrected to 75° F. will be wherever the ruler crosses the final line on the right side. In this example, the corrected RH of the paper is 47%.

This example shows how wide differences in RH and temperature affect readings of the paper's RH. If the readings had not been corrected, the RH of the paper would have been computed as 29% instead of 47%. A situation like this, of course, could lead to disagreements between lithographer and paper maker or to the conditioning of paper that didn't need it.

Why Corrections Are Needed

LTF's study showed that there are three reasons for inconsistent hygroscope readings when it is used to compute the actual RH of paper.

The first has to do with the moisture sensitive membrane in the hygroscope. When the sword is inserted in the paper pile, the membrane is covered with only about four square inches of paper on each side. The moisture capacity of the membrane is about the same as the effective moisture capacity of the paper that surrounds it. Because of this, the hygroscope readings tend to be compromises between the RH of the paper and the RH of the membrane (which at the start is the same as the RH of the room).

The wider the differences in the RH of the paper and the room, the greater this potential error becomes. This plus the fact that moisture leaves or enters the membrane rather slowly, has the effect of lowering the sensitivity of the hygroscope.

Temperature is the next factor that LTF considered. If the temperature of the sword and the temperature of the paper are not the same, the temperature of the sword will change the reading for the paper's RH. For instance, a cold sword will cool the air around the membrane in the metal tip. This will increase the RH reading. If the sword is warmer than the paper, the RH reading will be too low. (Note: A complete discussion of the effect of temperature on RH can be found in LTF's Bulletin 305, "How to Make and Run Better Zinc Surface Plates.")

The next factor is concerned with a property of paper. The higher the temperature of a sheet of paper, the less moisture it can hold. Suppose you have a skid of wrapped paper. If the temperature of the paper goes up, the RH of the paper also goes up. The reason is that you don't actually measure the RH of the paper itself. Instead, you measure the RH of the air between the sheets. So, when the temperature of the paper goes up, its moisture capacity is decreased, and some of the moisture in the paper is driven out. This increases the moisture in the air between the sheets enough to slightly raise the RH of this air between the sheets.

LTF also found a few other factors (such as the kind of paper being measured) that will influence readings of paper RH. These, however, were found to have so little effect that they can be safely ignored.

How the Study Was Made

The study at the LTF laboratory was made in a room where the RH and temperature could be changed to whatever was wanted.

The first step was to check the accuracy of our instruments — an old model made by American Instrument Co., and a new model made by Cambridge Instrument Co. The RH of the room was varied and the readings obtained from a sling psychrometer

and the hygrosopes were checked. The hygrosopes were found to be accurate to plus or minus 2% RH which LTF considered to be good enough for this study.

Their first tests were made to determine what influence the moisture capacity of the membrane in the instruments had on the readings. Here is the way they did it.

A ream of paper was conditioned to 50% RH at 75° F. and wrapped in moisture-proof paper. The room temperature was kept at 75° F. but the room RH was varied from 31 to 70%. At different RH's the two hygrosopes were zeroed to the room RH and then inserted in the conditioned and wrapped paper. The difference in RH recorded by the instruments was then noted. Tests were made with coated and uncoated litho stock.

It was known that the correct RH of the paper was 50%. Using the method described before, that is, adding the hygroscope reading to the room RH, LTF got readings of paper RH that varied to either side of the known 50%. However, when the readings for coated paper made with the new hygroscope were divided by 0.64, the correct 50% figure was obtained. For uncoated paper, the correct 50% figure was obtained when the readings were divided by 0.54. Correction factors for the older model hygroscope were 0.50 for coated paper and 0.66 for uncoated paper. LTF adopted the average of these four factors, 0.6, as the standard correction for lack of sensitivity of the moisture sensitive membrane in both instruments.

LTF's next tests were made to determine the effect of differences in the temperature of the room and the temperature of the paper. The paper was conditioned to 50% RH at 75° F. as before. It was then wrapped in moisture-proof paper and also in an insulating material. This time, the room RH was held at 50%, and the room temperature was varied from 66° F. to 86° F. Hygroscope readings were made at different temperature as before.

In these tests, LTF found that the necessary correction was the differ-

ence between the temperature of the room and the temperature of the paper multiplied by 0.13. This correction is so small that it doesn't mean much until the temperature difference is 15° F. or more.

As mentioned before, the third source of error has to do with the properties of paper, that is, how the moisture content of paper is affected by different temperatures and relative humidities. (These calculations are not too easy to follow. If you are not a technical man, skip the next three paragraphs.)

LTF determined this error from published data² on (1) how the moisture content of paper is affected by temperature when its RH is kept the same, and (2) how different relative humidities affect the moisture content of paper when the temperature is kept the same. The curve of percent variation of the moisture content of paper with variations in temperature is practically a straight line. When the temperature is given in degrees F., the curve has a slope of -0.01687 .

The entire curve of percent variation of the moisture content of paper with variations of its RH is not a straight line. However, that part of it between 35 and 70% RH is approximately straight, having a slope of 0.030. (This applies only to paper conditioned to 35 or 70% RH initially.)

From these two slopes, LTF calculated the variation that would occur in the equilibrium RH with variations in temperature when the moisture content of the paper was held constant. This factor was found to be 0.21.

The Correction Equation

When the three correction factors are incorporated into an equation you have the following:

Correct Paper RH is equal to:

$$\begin{aligned} &\text{Room RH} + 1.66 (\text{hygroscope reading}) \\ &+ 0.13 (\text{room temp.} - \text{paper temp.}) \\ &+ 0.21 (75 - \text{paper temp.}) \end{aligned}$$

This equation was used to con-

²Weber, C. G., and Snyder, L. W., "Reactions of Lithographic Papers to Variations in Humidity and Temperature," Research Paper of the Bureau of Standards and LTF No. 633, LTF Bulletin Research Series No. 9, 1934.

struct the alignment chart. As you can see, the chart eliminates a lot of calculation.

Conclusion

According to LTF this study and the development of correction factors will permit much more accurate information from the Paper Hygroscope. It will allow paper purchased

with a specified relative humidity to be accurately checked by the papermaker as well as the lithographer. It will also give the lithographer more accurate information for a decision on whether he should condition a given lot of paper before it is printed which can easily result in considerable saving of time and expense in many cases.★★

Technical

BRIEFS

Abstracts of Current Literature in the Graphic Arts

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Paper and Ink

The Chapman Printing Smoothness Tester. Part I. Basic Development and Recent Modifications. S. M. Chapman. *Pulp and Paper Magazine of Canada* 55, No. 4, March, 1954, pages 88-93 and 104 (6 pages) (not to be reproduced without permission). An instrument designed to measure printing smoothness by an optical method was disclosed in a previous report from the Pulp and Paper Research Institute of Canada. The present paper reviews the theory of the method and discusses its theoretical shortcomings. One of these is the fact that the paper surface must make optical contact with a glass surface in order to register as contact. In printing, on the other hand, the paper surface need only approach the printing form to within the thickness of the ink film. This fairly fluid film can move about under the printing pressure and flow into very small depressions in the surface. Some experiments were carried out in which attempts were made to simulate, in the test, this action of the

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ink film in printing. Recent modifications to the original instrument are also described. These improvements have resulted in making it direct reading and more readily standardized.

The Chapman Printing Smoothness Tester. Part II. Instrument Variables and Some Results of Application. G. R. Sears, J. A. Van den Akker, M. H. Aprison, N. J. Beckman and C. W. Denzer. *Pulp and Paper Magazine of Canada* 55, No. 4, March, 1954, pages 94-104 (11 pages) (not to be reproduced without permission). A printing smoothness tester, having an optical system which is a modification of Chapman's original arrangement, is described. The linearity of the photometric systems was found to be satisfactory. The A' reading for zero optical contact during the calibration procedure is ascribed to stray light originating principally at debris and surface imperfections on the bottom face of the prism. The instrument constants and the F -values of paper were found to be essen-

tially independent of the voltage applied to the lamp as long as the voltage was steady during calibration and determination of each F -value. The use of mineral oil instead of a liquid having a refractive index more nearly matching the index of the glass prism was found to introduce an error in F -values of only 1 or 2 per cent. It is shown that no serious error in relative smoothness values should result from the variability in color of "white" papers. In comparisons of highly colored papers, a red sheet would have a higher smoothness value than a green or blue sheet. The combined variabilities of papers and the instrument are as small as can be expected on the basis of the known variability of paper. The F -values of papers increase with increasing time of pressure application in the instrument. The minimum time of pressure application in the present instrument is large compared with impression times in printing. The nature of the material with which a specimen is backed when in the tester influences the observed smoothness value; softer backing leads to higher smoothness. The change in smoothness with change in backing material varies among papers. The patterns of contact areas vary greatly among papers, and its noted that visual observations of the patterns as well as determinations of F -values are important in the comparison of papers. Particularly in the case of gravure prints there is correlation between skips in the print and non-contact areas when under pressure in the Chapman instrument. The smoothness values of a number of rubber sheets and offset press blankets were found to differ considerably at low pressures. 9 tables, 18 figures, and 3 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 736.

The Chapman Printing Smoothness Tester. Part III. Design and Use of a Direct Reading Tester. D. Noel Obenshain. *Pulp and Paper Magazine of Canada* 55, No. 4, pages 105-116 (12 pages) (not to be reproduced without permission). The author covers the design, construction, and use of direct reading Chapman printing smoothness testers built by the West Virginia Pulp and Paper Co. at its Luke, Md. research laboratory. Five of the instruments have been built to date for use in the company's laboratories. Considerable work has been done with the original tester. The instrument is a rugged, compact, self-contained unit which automatically indicates on an easily read dial the Chapman F -value of the sample of paper clamped therein. All controls are conveniently arranged for ease of operation. Special design features make the instrument substantially immune to damage by accidental misuse. Data presented on operation of the tester show very good correlation with printability. Included are some photographs of typical paper surfaces as viewed through the Chapman tester and the same papers as viewed through a low-powered microscope with the surfaces illuminated at a very flat angle. The calculations for a typical dial calibration and a complete list of parts

for the instrument are given in the appendix. 6 tables, 26 figures, and 2 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, pages 735-6.

***Gloss Measurement of High Gloss Papers.** V. G. W. Harrison and S. R. C. Poulter. *Research* 7, No. 4, April, 1954, pages 128-36. A physical and psychological study was made of the gloss of a series of high-gloss, machine-glazed papers which differed widely in color. Much disagreement was found between different observers, and marked changes in ranking occurred when the viewing conditions were changed. Gloss is considered a psychological quantity and, consequently, it is not possible to establish a gloss scale which will be satisfactory to all observers under all conditions of viewing. However, an empirical formula was constructed and tested which relates instrument measurements to the average judgment of gloss of many observers who view the paper under diffuse or single-lamp illumination such that recognizable mirror images are not formed. 14 tables, 6 figures, and 7 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, pages 732-3. Research is published by Interscience Publishers, Inc., 250 Fifth Ave., New York 1, N. Y.

***A Review of Printability Work.** S. R. C. Poulter. *Intern. Bull. for the Printing and Allied Trades* 67, January, 1954, pages 6-10. A review is presented which covers the means of forecasting printability and the task of objectively assessing the quality of a print under the headings: physical tests, work with proofing press, simplified printing methods, special "printing" apparatus for printability testing, and print quality. 70 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 734. The International Bulletin for the Printing and Allied Trades is published at 69 New Oxford St., London, W.C. 1, England.

***The Printability of Paper (Introduction).** Gösta E. Carlsson. *Ibid.*, pages 4-6; discussion, 6. Printability (I) of paper was selected as the subject for discussion at the Second International Conference held in Stockholm, Sweden on June 8-13, 1953. As an introduction to the discussion, the author attempts to give a definition of the term, showing that it comprises all the properties of the paper in the printing machine and the qualitative and quantitative printing result, in other words, (I) stands for the suitability of paper as a raw material for the printing process. It is therefore impossible to establish any general standards or demands for the (I) of paper; the demands have to be changed according to the printing condition. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 738.

***Measuring the Smoothness and the Surface Hardness of Paper.** E. E. Andersen and C. W. Christensen. *Ibid.*, pages 24-9; discussion, 30. The principles

of several methods for determining smoothness of paper (Bekk, Gurley, Williams, Chapman, and Bendtsen) are described, with particular emphasis on the Bendtsen smoothness tester. A direct conversion from one method to another is not feasible; an agreement between graphic arts research laboratories and paper manufacturers to standardize on the use of one method is therefore recommended. Paper hardness depends on at least four physical properties (compressibility or resilience, rigidity, surface structure, and density). The methods adopted for determining the hardness of the paper will measure these various properties, which to some extent are interrelated and not easily measured individually; any of the properties listed may be predominant in the results. As far as paper hardness for printability is concerned, surface hardness or compressibility and surface structure are of greatest importance. Of the different testers described (Bendtsen, Bekk, Gurley-Hill, and Clark), a modification of the Bendtsen smoothness test in combination with actual smoothness data is claimed to give results which correspond to actual printing performance. For instance, the Bendtsen tester will differentiate between the top and wire side of a paper, it will give a fine differentiation between calendered and uncalendered, wood-containing and wood-free, and sized and unsized papers. 12 figures and 14 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, pages 734-5.

***Influence of Strength and Mechanical Properties on Printability.** Börje Steenberg. *Ibid.*, pages 35-7; discussion, 37-8. To understand the behavior of paper in the printing press, it is essential to know the complete stress-strain relationships; the classical paper-testing figures do not give information regarding the extent of deformations to which the paper is subjected in a press. The author reviews the present state of knowledge of the visco-elastic properties of paper and the extent to which they can be measured; apparently no instrument is yet on the market which will analyze the properties of ordinary printing papers under compression in a way similar to that occurring in a printing press. The importance of the visco-elastic properties of paper to the printer is illustrated with reference to problems of cockling and dimensional instability, and the need for further knowledge is emphasized. The need for additional information on the surface-strength properties of paper is also stressed, and the dusting problem in the printing industry is used as an example. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 734.

***The Physical Relationship Between Paper and Ink.** I. Olsson and L. Pihl. *Ibid.*, pages 11-15; discussion, 15-16. Some of the results of studies at the Swedish Graphic Arts Research Laboratory, Stockholm, are summarized, in which the influence of different variables (printing pressure, viscosity of ink, printing speed, roughness of cylinder surface and cylinder

diameter, mechanical conditions in the printing press, etc.) on ink transfer were investigated. 4 tables, 6 figures, and 4 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 733.

***Testing the Printability of Newsprint.** I. Olsson and L. Pihl. *Ibid.*, pages 48-52; discussion, 52-3. The physical properties of different kinds of newsprint were measured, including smoothness, porosity, oil flotation number, basis weight, opacity, etc. At the same time different factors connected with the printing result (ink-transfer number, blackness, print-through, etc.) were determined. The quality of the prints was judged by several observers and, through calculation of the correlation coefficients, the existing relationships between the quality of the print and the properties of the paper were investigated and discussed. The results seem to indicate that among the properties investigated, only porosity, ink receptivity, and opacity of the paper influence the printing result. 6 tables, 4 figures, and 5 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 734.

***Penetration of Ink Into Paper.** I. Olsson and L. Pihl. *Ibid.*, pages 19-23; discussion, 23-4. The penetration of a liquid into a sheet of paper is discussed in accordance with the law of Hagen-Poiseuille. Different methods of testing the quantities in this law are analyzed; the influence of paper sizing and surface treatment of paper on oil penetration and the absorptive properties of paper in relation to printing speed are shown in experiments. Setoff and print-through (strike-through and show-through) in relation to paper are discussed. 4 tables, 3 figures, and 8 references. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 733.

***The Problem of Measuring the Uniformity of Newsprint Quality by Electronic Methods.** C. Bendtsen. *Ibid.*, page 54; discussion, 55. A multitester suitable as a production control instrument calibrated to the individual properties of a particular paper is described. The substance and caliper thickness are measured for a strip of paper which is run through the machine; the substance variations are obtained by photometrical measurement of the opacity. The caliper is measured through a loaded needle and the variations are transferred in electromagnetic variations which are registered on the recorder strip. From the substance and caliper, the moisture content, porosity, and smoothness are calculated according to derived empirical formulas. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 733.

***Dimensional Stability of Paper and Humidity.** A. Arnamo. *Ibid.*, pages 38-41; discussion, 41-2. Following a discussion of the factors which influence the dimensional stability of paper, an instrument for measuring this property at varying R.H.'s constructed at the Swedish
(Continued on Page 163)



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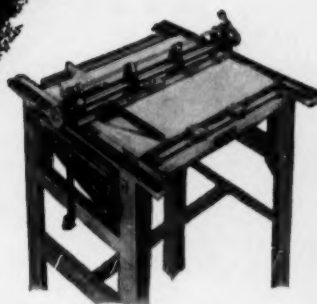
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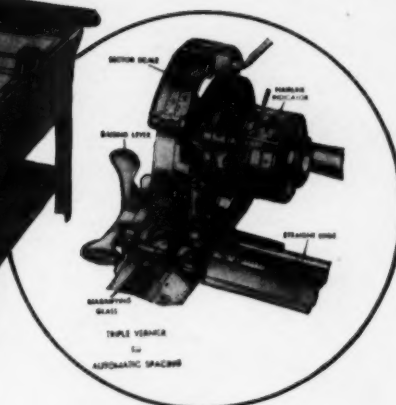
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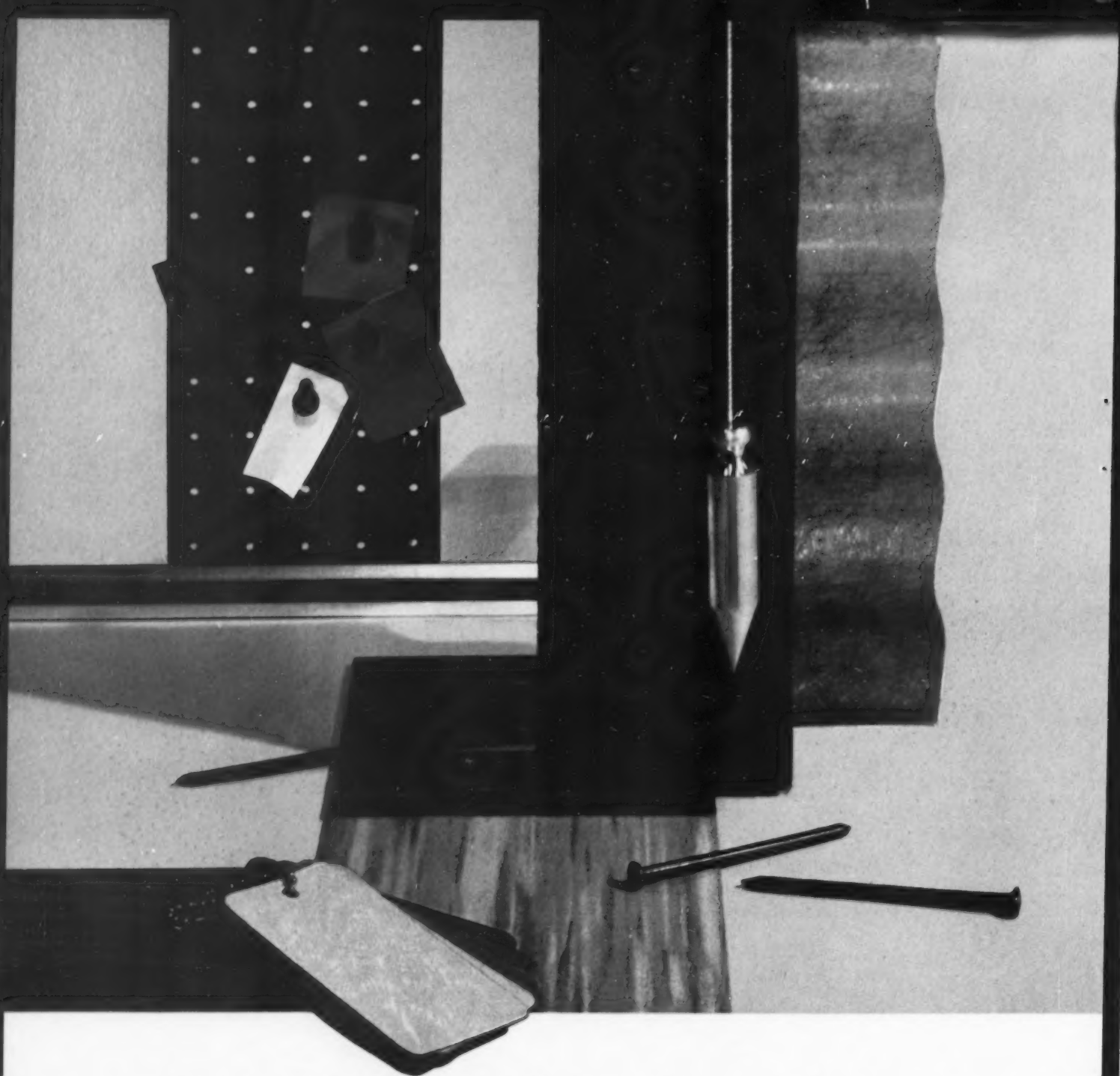
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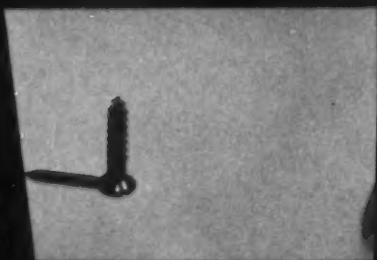
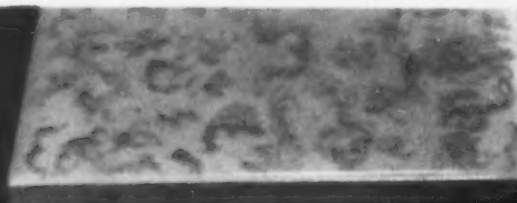




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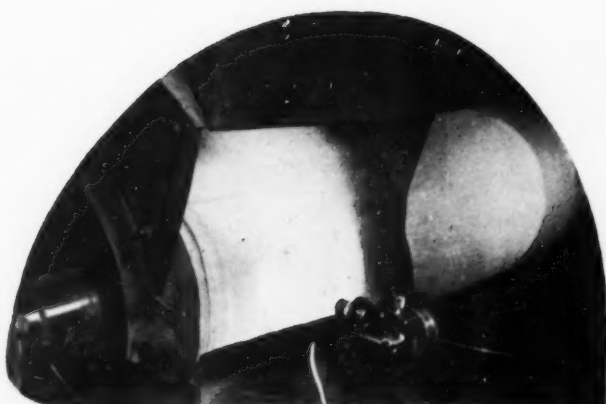


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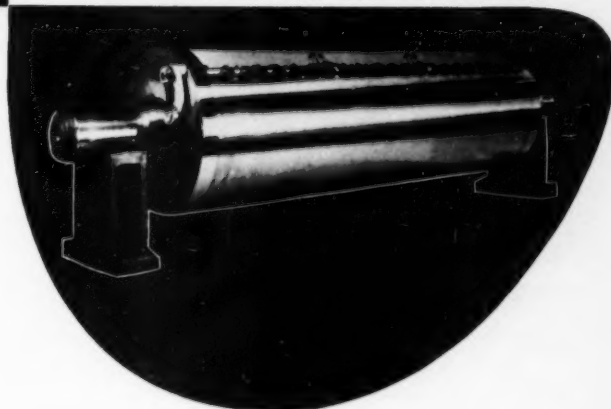


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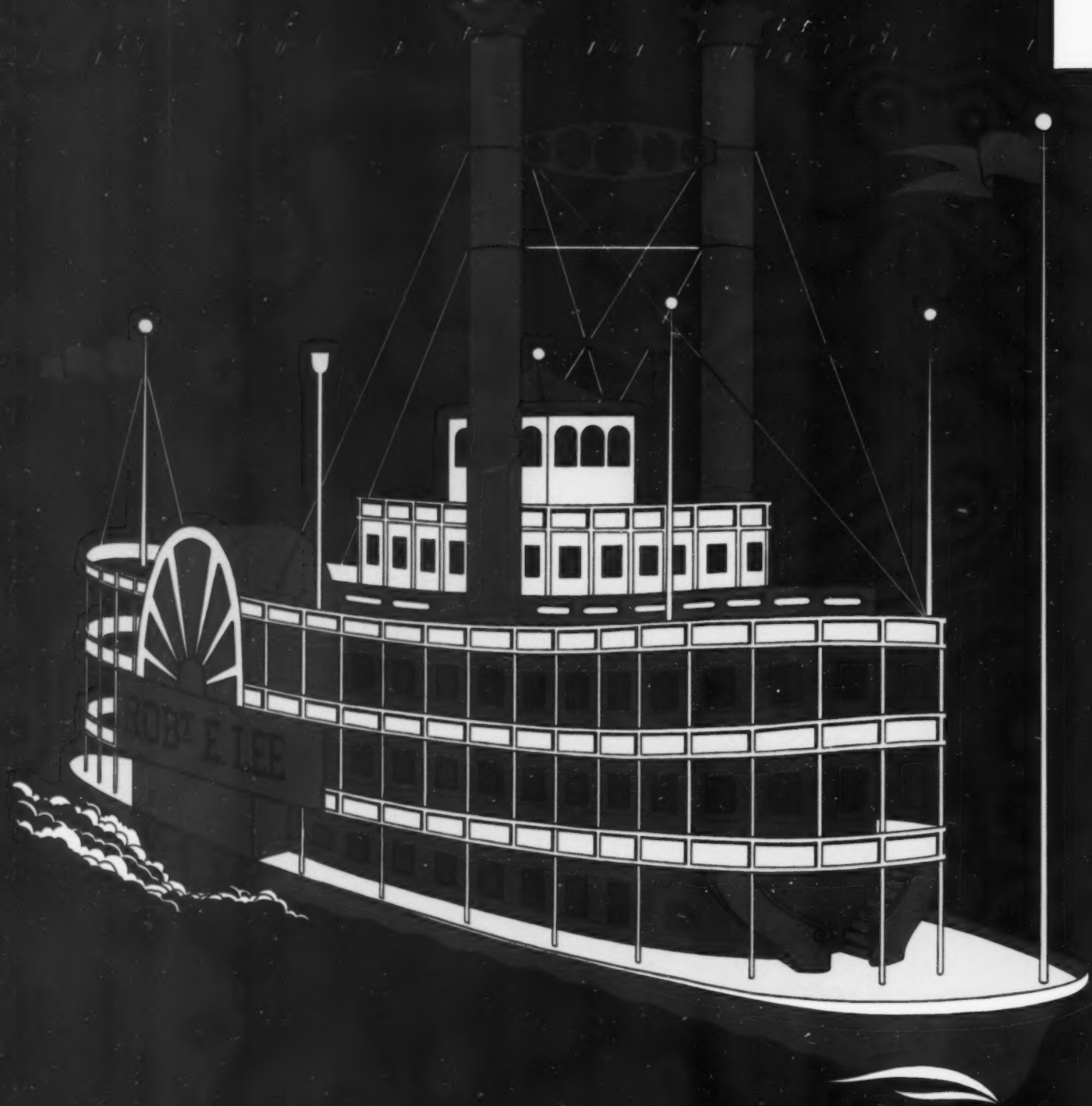
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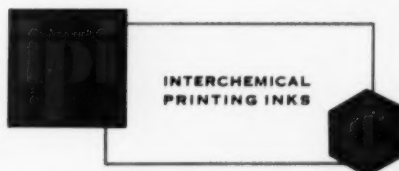
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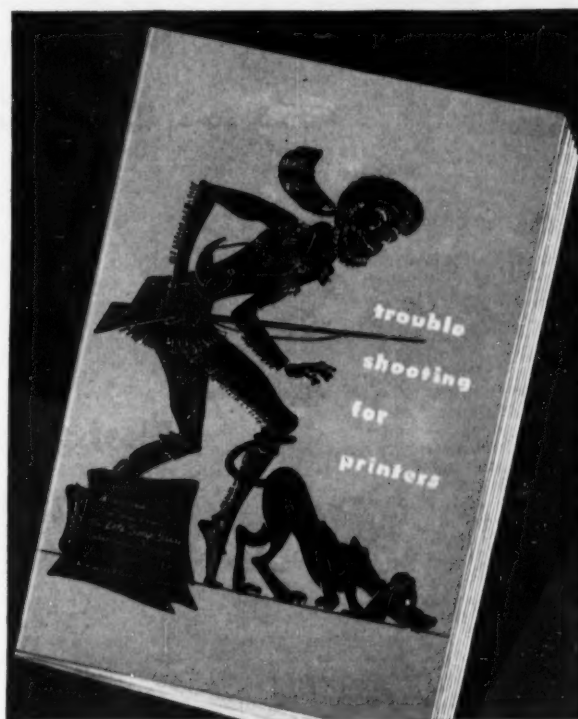
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THROUGH THE Glass

If at first you don't succeed, etc., is the motto of the P.I.A. Printer's and Lithographer's Self Advertising Exhibition. E. W. Evans, of Miller Printing Machinery Co., which sparkplugs the exhibit, says some printers don't intend to enter this year's show because their entries in previous years failed to receive an award. Since their advertising hasn't changed much, they feel there is no chance to be an award winner in this year's contest. Mr. Evans says an attitude such as this has been anticipated and new judges are chosen each year so that winners are determined through different points of view. With that in mind, why not get your lithographed job in shape for the exhibit? And hurry, it closes Oct. 22. For details write to Miller Printing Machinery Co., 1135 Reedsdale St., Pittsburgh 33, Pa.

★

It's still a long way off, but the committee in charge of Printing Week already is in full swing. Among other announcements, the group reports that Claud V. McBroom, of Meredith Publishing Co., Des Moines, Ia., will be principal speaker at the Printing Week Banquet in Kansas City, Mo. Jan. 22, 1955. The committee chairman, Floyd C. Larson, director of the U. S. Navy Printing Office, Great Lakes, Ill., is issuing a bi-weekly Printing Week Bulletin giving latest news on plans of various graphic arts groups throughout the country.

★

Litho is the most economical means of doing most mailings, according to a novel "Mailing Cost Estimator" developed by Ray Snyder, sales manager of Estimating Handbooks Associates, 1801 Pleasant St., DeKalb, Ill. The calculator is a cardboard device, roughly resembling a slide rule, which gives advice to buyers of printing on comparative costs, use of color, best months to

do mailings, and other data on plates, presswork, folding, etc.

★

What do ball players do in the off season? One of them, Bill Henry, is in the paper business. A Boston Red Sox pitcher in the summer months, he works in the lab at Champion Paper's Texas Division mill in Pasadena during the winter.

★

More and more, it seems, laymen are becoming interested in lithography. They want to find out what it is and what it can do. For instance, the Mountain View, Cal., Rotary Club recently invited J. William Sutton, of Sutton Brothers Lithographers, recently established Mountain View firm, to describe the process. He subtitled his talk "How To Make a Good Impression."

★

A combination of offset and multigraph is making big money for a California group called California Artists. The group lithographs Christmas cards from work supplied by California artists, then personalizes them with Multigraphs. The \$1,500,000 business is a subsidiary of H. S. Crocker Co., one of the West's biggest offset houses, at San Bruno, Cal. Duncan McIntosh, director of the organization at Seal Beach, Cal., launched the specialty when he saw the possibilities of reproducing original cards drawn by his sister, Alice Daly.

★

A monument to the man who symbolizes freedom of the press in the United States, John Peter Zenger, will be set up by R. Hoe Co., Inc., New York. The company will pay the cost of setting up a replica of the printing shop where Zenger wrote and printed his colonial newspaper. It will be set up in the Zenger Memorial Room of Federal Hall, Wall and Broad Streets, New York. The shop will be unveiled Oct. 1, first day of National Newspaper Week.

★

It was "back to school" again this summer for Stu Arnett and Ted Broadston,

two young executives of Harris-Seybold Co. Both men completed the second terms of their courses in the Graduate School of Sales Management and Marketing conducted at Rutgers University, New Brunswick, N. J. The course takes six weeks in the form of two three-week summer terms. Diplomas were awarded to Stu and Ted, among a few dozen others who took the course, in ceremonies at Rutgers, on August 24th.

★

When former president Herbert Hoover returned to his home town of West Branch, Iowa, August 10 to celebrate his 80th birthday, he received by very special delivery a very unusual greeting card. It was a 30 x 40" card created by Ernest Dudley Chase and produced by Rust Craft Publishers, Boston. Fred W. Rust, Jr., delivered the card to Barbara Cloud, noted woman aviatrix, who flew it in her own plane from Boston to West Branch. On the card were handwritten greetings from over 1000 employees of the Rust Craft lithographing and publishing concern.

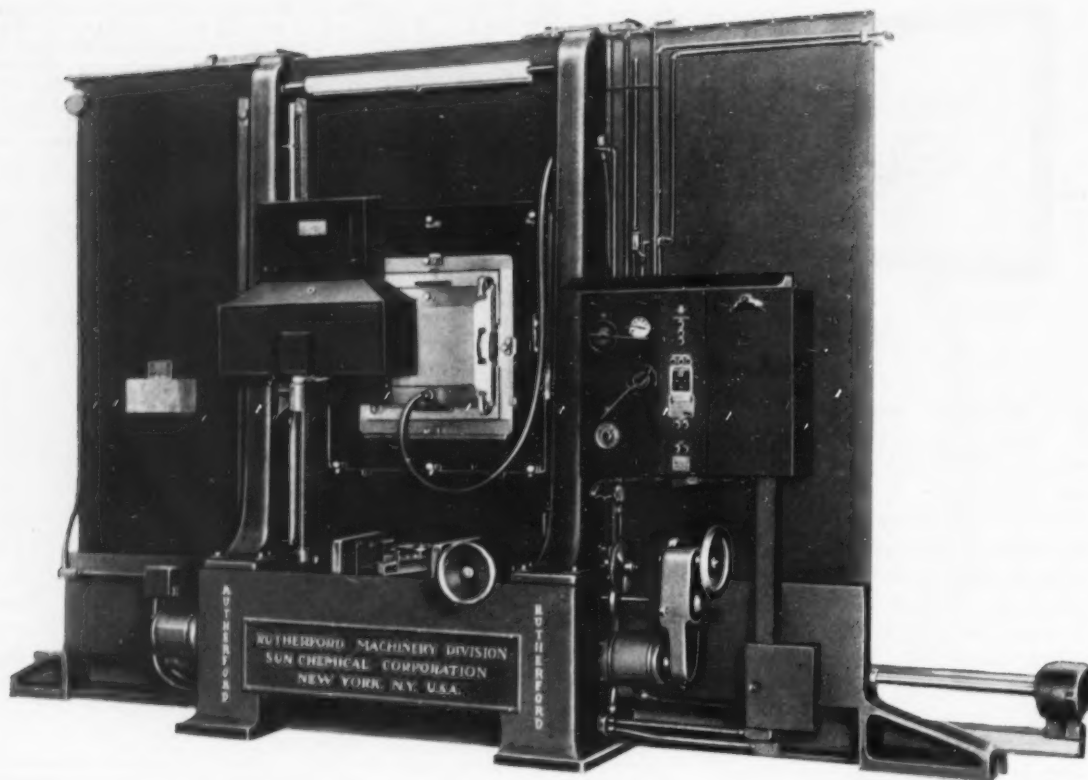
★

Henry F. Nierman, proprietor of Nierman Printing Co., Chicago combination shop, was an extra busy man last month, in connection with the annual Orphans' Day picnic Chicagoans have for fifty years arranged for youthful residents of the city's many orphanages. Mr. Nierman has been attending this big fun festival ever since he was a boy of 7 years, living at Angel Guardian Orphanage. This year he was there as president of the Orphans Day Automobile Association, which looks after transportation of some 5,000 children to and from Lincoln Park, and provides such incidentals as music, clowns, and eats. Rain forced a one-day postponement this year, which did not simplify the organization's job.

Mr. Nierman learned the printing trade as a boy at the orphanage and now has his own business, including both letterpress and offset equipment, at 3321 Fullerton Ave., in partnership with his two sons and two daughters.

★

During his vacation in July Al Brown, director of the Chicago Lithographic Institute, confided that he finally completed a long projected series of color photographs of mountain scenery around Portland, Ore., and also added several slides to his Rocky Mountain series covering the area from Mexico to Glacier Park, Mont. These two travelogs will be presented before camera clubs and women's groups, for which the two evenings a month he permits himself to give to his hobby have been booked solid through next February.★



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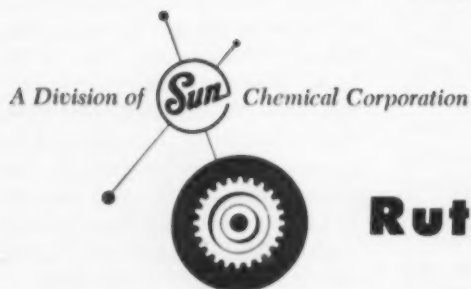
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Metal Decorating

Program Outlined for Atlantic City Meeting

PANEL discussions of metal lithographing presses and rollers, drying ovens, coatings, research, and management considerations are among the features of the program of the annual convention of the National Metal Decorators Assn. About 350 are expected to attend the meeting which will be held at the Chalfonte-Haddon Hall, Atlantic City, N. J., Monday, October 4 through Wednesday, October 6.

Association president Donaldson Brown, of Donaldson Art Sign Co., Covington, Ky., is to open the Monday morning session with an address, and will conduct the business session which runs until lunch time.

Offset presses, rollers and ovens will be the subjects of the afternoon session. Fred Adame, R. Hoe & Co., New York, will talk on "Increasing Printing Area of Cylinders"; and Howard J. Seel, Harris-Seybold Co., Cleveland, will discuss "Principles of High Speed Decorating." Bruce W. Hubbard, Ideal Roller & Mfg. Co., will follow with a discussion of "Press and Coater Rollers." Chris Scheehle or Fred Bailey of Wagner Litho Machinery Div. will discuss

drying ovens, as will also a representative of J. O. Ross Engineering Co. J. D. Russell, Young Brothers Co., will speak on "The Application of Automatic Exhaust Control to Metal Decorating Ovens."

All day Tuesday will be devoted to a trip through the new Fairless Works of U. S. Steel Corp. at Morrisville, Pa.

Wednesday opens with a discussion of management techniques to increase profits. Max Block, of the New York firm of Anchin, Block & Anchin, will discuss "Practical Cost Controls." George A. Mattson, Industrial relations director of the Lithographers National Assn., will discuss "Current Industrial Relations Problems in the Lithographing Industry."

Wet (ink) varnishing will be discussed in the afternoon session by Ed Haskell of Interchemical Corp. A session on coatings will follow, with the following men and their subjects scheduled: Henry Bates or Wayne Heston, Lilly Varnish Co. — "Choice of Materials for the Metal Decorator"; Milt Glaser, Midland Industrial Finishes Co. — "Epoxy Coatings"; Art T. Schultz, Stoner-

Mudge, Inc. — "Choosing the Best Coating for the Job"; and Ira Messer, Watson-Standard Co., whose subject will be announced later.

Developments in lithographic research will be outlined by Michael H. Bruno, research manager of the Lithographic Technical Foundation, Chicago.

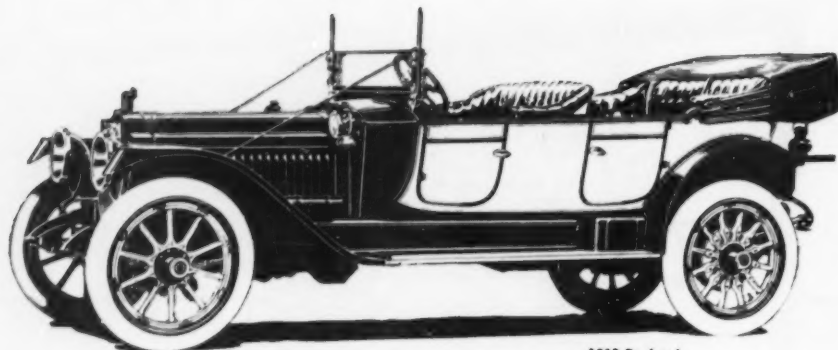
A closed membership meeting will follow, for the conclusion of business.

A cocktail hour Wednesday evening will precede the annual dinner.

For ladies attending the convention, a fashion show and luncheon is planned for Tuesday afternoon, and ladies are invited to the Wednesday social affairs including cocktails and dinner.

Other officers of the association, besides Mr. Brown who is president, are George A. Frank, Baltimore, vice president; and Robert L. Singley, Chicago, secretary-treasurer. Earl E. Gray, Chicago, heads a convention committee which includes Mr. Brown, Mr. Singley, Raymond Dawson and William Kerlin.

The association may be addressed through Mr. Singley at 1840 N. Major Ave., Chicago 39, Ill.★



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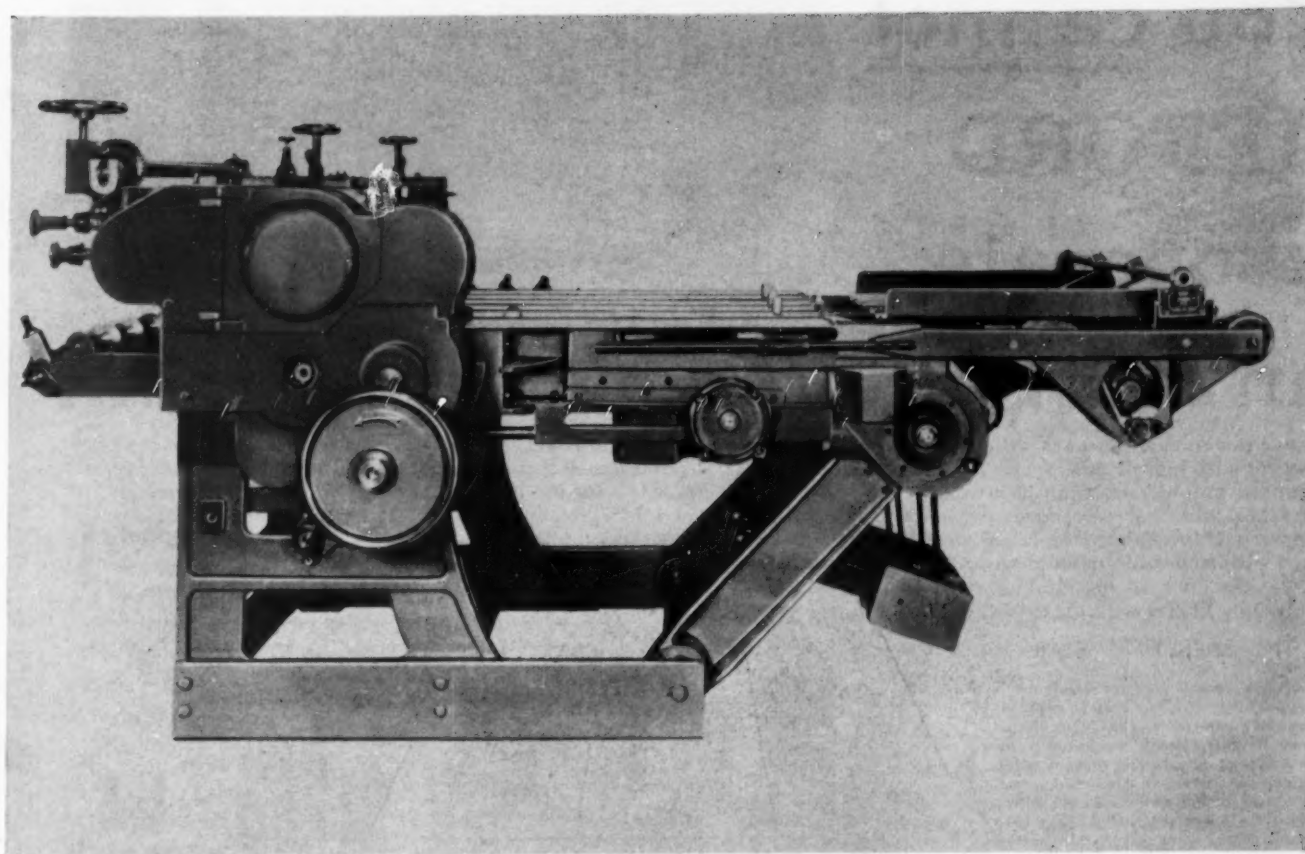
And what a difference a few years can make in the design and efficiency of metal decorating equipment! You can't expect the precision and production performance from old equipment that modern plants are getting from new machinery engineered to meet today's demands. Take a critical look at the equipment in *your* plant and see if it measures up to today's competition.

An example of modern coating equipment is shown opposite. This type of machine, coupled with high speed ovens and auxiliary equipment, has stepped up sheet-per-minute speeds.

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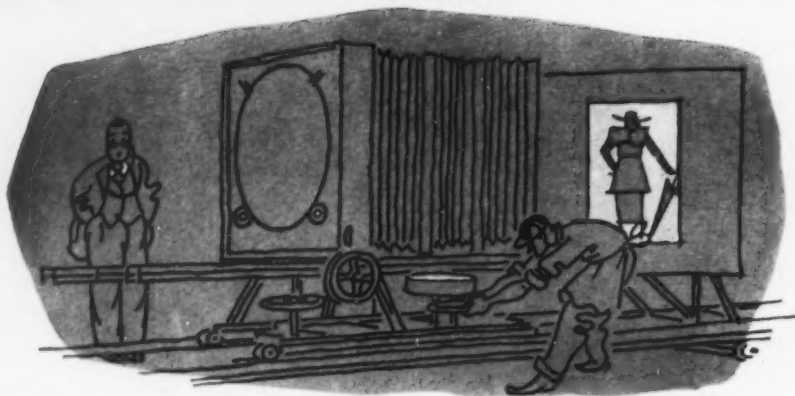
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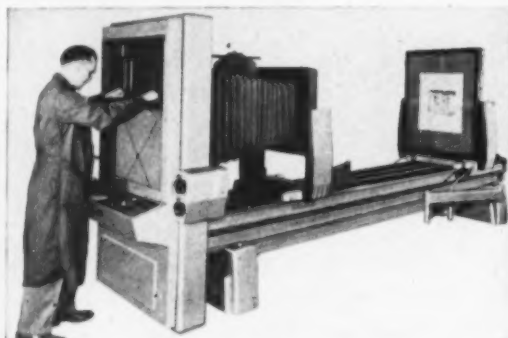
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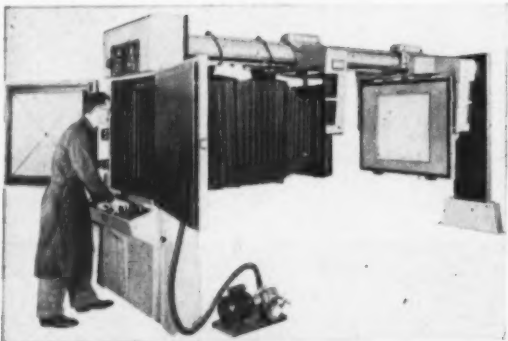
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A Review of Progress

Metal Decorating Equipment

By Christian J. Scheehle, Jr.

Wagner Litho Machinery Div.

PROGRESS in the metal decorating trade has been a rather epic-like affair — particularly in the period immediately before and after World War II. The exact period during which the greatest progress was made is, of course, a debatable point and must depend upon one's particular field of interest in the trade.

There is little doubt that the "old timers" with the tools then available, did an excellent job. They were artists in the proper sense of the word since the quality of their product depended to a major extent upon their inherent abilities. To appreciate the progress made in the last 20 years, just imagine the utter chaos which would exist if today's production schedules were attempted in a modern plant of the 1930's.

It is true that the latest high speed equipment is not yet widely dispersed except within plants of the leading can manufacturers. The principal reason cited for this is that "the equipment is too damn expensive." Actually, while some of our modern equipment costs more initially, it is most certainly less expensive in the long run since it requires less maintenance, and produces better quality work at much higher speeds. In the modern industrial jungle where the ancient axiom concerning the survival of the fittest has become a pertinent truth, these considerations cannot be discounted.

We have chosen the early 1930's as the specific datum point for the

beginning of modern developments. This particular date may be disputed, but we feel that the repeal of the 18th Amendment, which occurred during this period and which resulted in the development of the beer can, was one of the prime causes of this metamorphosis.

In the following discussion of these developments, we will treat the various equipment in the order of its position in the production line.

Automatic Metal Feeders

A method for automatically and efficiently feeding sheets to coaters and presses was one of the greater needs in metal decorating. Hand feeding, while very efficient when the operator was proficient, was at its best, a very monotonous job.

The early model automatic feeders were of various designs. One particular unit fed the sheets from a vertical stack where they rested on edge and were picked up by a cylinder which raised them to a horizontal position on the feed table where they were released for the feed table to take over.

The earlier model tin feeders were of the same type as used extensively in the paper industry. While these operated satisfactorily at slower speeds with metal, they had a limited capacity because of the weight of the tinplate sheets.

The forerunner of the present tin feeder was developed by one of the metal decorators. Actually, this was not a complete machine as it was

mounted on a pile delivery and elevated mechanically from it. The unit was extremely light in weight and construction, and required considerable maintenance. It did, however, have the present vacuum pick-up design but with a much reduced limitation in pick-up range.

From the above evolved the very efficient machine we are now using throughout the industry, which is capable of continuous high speed operation at speeds up to 100 sheets per minute with most sizes and gauges of plate common to this trade.

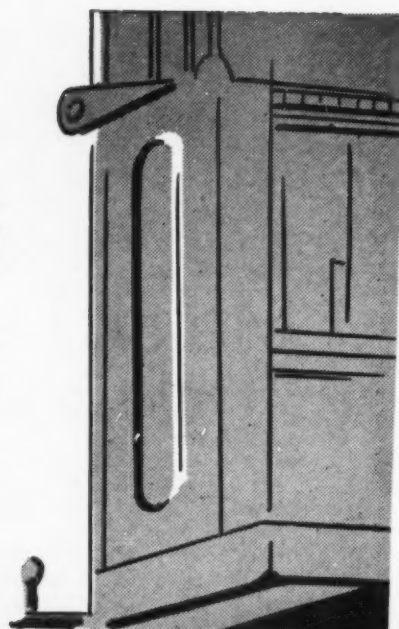
Coating Machines

Early model coating equipment came from numerous sources. Some, both plain and spot type, were manufactured by the larger metal decorating companies. These consisted of six or eight rollers which were, at that time, considered necessary for proper coating or enamel distribution. The first models of these machines were developed in the early 20's.

The first spot coater available to the general industry and capable of doing what was considered at that time a satisfactory job of registration, was the 9" x 36" magnetic spot coater. While this machine had definite limitations, many of the difficulties encountered were the results of lack of operational knowledge in setting up and in cutting the composition rollers for the various designs. The proper cutting of rollers



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was then, and still is today, a problem in many plants.

As the industry grew and developed new containers, the need for better registration and better quality in the enamel margins became apparent. Thus the development of the 10" x 38" magnetic spot coater was brought about and greatly improved this situation. However, it did not eliminate the trouble encountered when a sheet arrived late from the automatic feeder and caused off-registration at one side or the other. This condition was not eliminated until the "lug type" spot coater was designed and marketed in the middle 1940's, and of course this style unit was available with the 10" diameter or 12" diameter composition roller.

Development work on high speed 100 sheets per minute coaters actually began during the early part of World War II, when restrictions were placed on tinplate. The knowledge gained in enamelling black iron for ends was used along with many other ideas to perfect the present 15" x 44" high speed 100 SPM spot coaters. This machine is capable of producing inside enamelled body plate at speeds of 100 SPM with accurate registration (within .010"). The design of this machine is relatively new to the greater part of the industry. While it is large in size, it has many innovations which eliminate or greatly reduce set up time when compared with the conventional 10" and 12" machines. Many operational functions have been simplified and many advance developments added, such as double scrapers to assure perfectly clean sheets at all times, manifold lubrication to permit lubricating the coater while it is in operation, safety limit switches which automatically stop the machine in the event of a jam up or in case the operator should touch a moving part of the machine, etc. These devices have been made standard equipment for this machine.

Lithograph Presses

The presses of the early 20's were, in a majority of cases, flat beds of various domestic makes and imports. The rotary metal decorating press was introduced in the late 20's and



The author is vice president of National Standard Co., parent firm of Wagner Litho Machinery Div.

increased production speed by more than 100%.

Numerous improvements were made on these older rotary presses to further increase speeds and sheet sizes. These were also used in the development of the tandem type press design.

During this period there were several types of rotary presses available for the trade. In the late 20's the two-color press became a reality and, with the exception of such innovations as the installation of ball bearings and an improved design on the feed table, it remained relatively unchanged until the early 30's. It was at that time also that the tandem presses appeared. These were developed from old single color presses and were equipped with a special type feed table. The early models of these machines were developed by one of the large metal decorating and can manufacturing companies. The first tandem press of this type became available during the late 1930's.

The rotary press design did not change much at any major point until the early 40's. This, again, was brought about by the need for increased speeds and a desire to ease the burden of the pressmen. It was

during this period also that the chain lug conveyor type press was developed. Here again, these features, along with the variable speed magnet roll and changes in the automatic feeder, were aimed at increasing press speeds in an effort to keep pace with the coaters which were operating in the 100 SPM range.

A newly built metal decorating press, with registering mechanism from the back of the sheet, instead of from the front, is now being tried out in the metal decorating field. The results, to our knowledge, have not been made known with respect to operating speed and accuracy of register.

A question which will always produce a storm of controversy is the advantages or disadvantages of two-color presses. Most people will agree that the tandem press is easier to operate even though there are two presses involved. However, from a registration standpoint, the two-color press is superior since it is always in register and spoilage consequently is reduced. From a printing standpoint there seems to be little to choose between the two styles. This has been particularly true since newly developed printing plates have favored the two-color press and have thus made the operators' job considerably easier and the press more flexible. There are, however, some jobs where the tandem presses have definite advantages over the two-color press. An unbiased opinion is that both types have their place in the industry and the ideal plant should have both types of machines.

Trailing Coater and Press Delivery

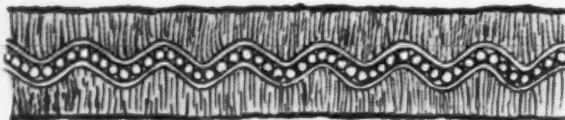
Various terms are used for the above subject, however, they all refer to the same operation which is varnishing over wet printing to eliminate a separate operation. The idea, while used with fair results, never really developed into standard practice until the cause for the periodical difficulties between runs was determined. It was previously thought that this variation was caused by the varnish. Actually, it was the inks. Wet varnishing came into its own in the late 30's and early 40's when duplicate

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results between jobs were consistently obtained and definitely required.

With the advent of increased speeds on presses, problems were encountered in handling of sheets at the discharge of the press. The wet varnish coaters required a better means of transferring sheets to eliminate this variation in delivery between the press and coater. As a result of numerous experiments, a chain lug press delivery was developed which delivers the sheet directly into the gauging station of the coater. This equipment is available in various types to suit the particular requirements of the machines involved. The speed of this delivery is 100 SPM or better which is above the operating speeds of the press. With this equipment the standard press delivery is eliminated, and the sheets are picked up at the press discharges. Sufficient flexibility is built into this lug type press delivery to permit proper running adjustments for any condition. This equipment was made available to the general trade in early 50's.

Ovens

Along with the development of feeders, coaters and presses, their necessary component, the drying oven was passing through various phases of progress. Again back in the early 20's the stationary or box type oven was extensively used, although the automatic conveyor type oven had already been introduced. Return type automatic ovens were "the vogue" because many plants had insufficient length to permit using the one way units.

By today's standards these early automatic ovens were very inept. In fact, they were little more than a tunnel with a source of heat. No idea then existed relative to the importance of temperature uniformity or control. Baking requirements were determined by reviewing the processed sheet and then lowering or raising the oven temperature as might be required.

As improved coatings and varnishes made their appearance they demanded more uniform and higher temperatures. These requirements were incorporated by additional

circulation and better temperature controls. One of the earlier developments along this line was the rotary air oven. This unit materially augmented the then existing circulation and pointed the way to present day drying ovens.

As the baking temperatures approached the melting point of tin, and speed and sheet size increased, better and consequently more expensive oven equipment was needed. Such units have been developed for the leading can companies. Sheets up to 36" x 43" can now be baked with the same uniformity that is standard practice with smaller sheets. Of course this particular oven will operate at speeds up to 100 SPM.

In recent years fume incineration has taken on importance in several localities. This is especially true where local geographic conditions tend to create "smog" traps or where heavy concentrations of industry create objectionable smoke conditions. This phase has received considerable attention from local health boards, since there appears to be some correlation between atmospheric contamination and lung cancer.

Experimental work on fume incineration for the metal decorating industry was started in the late 40's and such equipment is available and operating quite satisfactorily. It immediately became apparent that a vast potential of heat existed in some of the fumes being driven out the stack, and the development turned from the relatively simple problem of catalytic fume incineration to the much more complex problem of catalytic heat recovery.

This phase of the work basically is still experimental. The indications are that satisfactory heat recovery units will be developed for certain operating conditions and certain type of ovens. This field is still relatively limited and we do not believe at this time it can be of major concern to the greater number of metal decorators. The experiments which are now underway may radically alter this picture in the near future.

Waxing Machines

For many years the waxing of sheets (done merely to lubricate the

(Continued on Page 149)

Canco Building Research Unit

American Can Company's research and development center, scheduled to be completed in Barrington, Ill. early next year, has reached the approximate mid-point in its construction schedule, the company reports. Steelwork has been completed and contractors are moving ahead with installation of the roof over the 102,000-square-foot structure, Dr. Roger H. Lueck, Canco's general manager in charge of research and development, stated.

Dr. Lueck pointed out that the start of roofing operations at the laboratory site has now made it possible to install the first of several items of basic equipment, including two 400-horsepower oil-fired boilers, a 375-ton air-conditioning unit, and auxiliary equipment for test-rooms which will be capable of maintaining temperature ranges from minus 20 degrees to 135 degrees Fahrenheit.

Throughout the interior of the building, maximum emphasis has been placed on achieving an environment conducive to scientific work. Facilities for conferences and meetings will include a system of folding panels which will permit large conferences to have direct access to a built-in sound system and slide-projector, or optionally, permit several small conferences to be held simultaneously in complete privacy. Adjacent to the main entrance of the building, a special assembly-area has been provided for the use of visiting scientists, technicians and student groups.

Caspers Earnings Lower

Net earnings after taxes of Caspers Tin Plate Co., Chicago, and subsidiaries in the three months ended June 30, 1954, totaled \$97,415, equal to 28 cents per share on 351,131 common shares outstanding. In the corresponding three months of 1953, earnings were \$129,962, equal to 37 cents per share on the same number of outstanding shares.

Consolidated net earnings for the six months ended June 30, 1954, were \$174,131, equal to 50 cents per share, as against \$252,686, equal to 72 cents per share, in the first half of 1953.

Booklet on Feeder Lubrication

Dexter Folder Co., Pearl River, N. Y., has issued a new booklet of lubrication instructions for Dexter metal sheet feeders. The illustrated booklet makes extensive use of captioned photographs and cartoons to indicate lubrication and cleaning procedures.

This new booklet is thought to be the first instruction book to be published by a graphic arts machinery manufacturer in accordance with the recommendations for such books set up late last year by the subcommittee on operators and maintenance personnel to the committee on maintenance of the Research and Engineering Council of the Graphic Arts Industry, Inc.

The subcommittee standards, and the Dexter book, were prepared to furnish a practical approach to the problem of periodic maintenance. The necessity for making up composite lubrication charts was eliminated by substituting illustrated work sheets which instruct the operator or maintenance man to perform one type of work, on one portion of the machine, for a specified period. Lubrication periods are quoted in terms of shifts rather than machine hours, to simplify record-keeping.

The new book will be furnished with all new machines, and may be obtained upon request by owners or operators of Dexter metal sheet feeders.

Sheet Metal Co. Buys Space

An expansion move by the Sheet Metal Coating & Lithographing Co., Baltimore, was reported last month. The company announced it had bought 12,000 square feet in a building in the 1200 block of Hamburg St., connected with its main plant by a recently completed 7,000 square foot addition. George A. Frank Jr. is company president.

Amer. Can Starts Calif. Plant

American Can Company has started construction of a new lithographing and warehousing building adjacent to its Pacific factory in San Francisco as the latest in a series of recent statewide expansion projects. C. W.

Roberts is Pacific Division vice president.

The new structure will be built of reinforced concrete in modern architectural design. It will be 579 feet long, 200 feet wide, and have a total of 340,440 square feet of floor space.

The first and second floors of the new building will be used for the storage of tinplate and finished containers. The third floor will be devoted to metal lithography.

Built in 1915, the Pacific factory turns out millions of cans each week for more than 1,000 can-using firms in the San Francisco area. It manufactures hundreds of different types and sizes of metal and fiber containers with its largest volume assigned to coffee, beer, paint, spices and milk.

It is one of eight container-producing plants operated in California by American Can. Others are located at Stockton, San Jose, Sacramento, Oakland, Los Angeles, Wilmington and San Diego. The Stockton plant, completed in 1952, is being expanded to include fiber milk carton manufacturing facilities.

Mr. Roberts pointed out that food processing brings more than \$700,000,000 into California annually, and ranks first among the state's peacetime industries. "In addition to the big metal can requirements of food and non-food canners, there has been a large growth in the canned beer

industry in California," Mr. Roberts said.

"During the past year, American Can has expanded and modernized various California plants to meet the needs of canners and increase the efficiency of its operations," he added.

Heads Continental Plant

Charles H. Day (right) has been appointed manager of Continental Can Company's new Omaha metal can plant, according to John L. Heinlein.

Mr. Day comes to Continental with years of experience in metal can manufacture. He was with the Sherwin-Williams Co. in Chicago for 20 years, where he was, successively, assistant to the plant superintendent, warehouse superintendent, assistant plant manager, and superintendent of the Container Division.

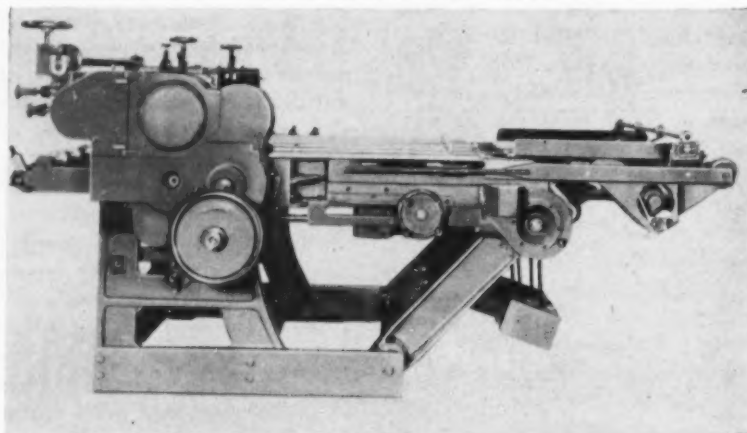


Walter V. Heekin Dies

Walter V. Heekin, 65, a director of Heekin Can Co., Cincinnati, died August 28. He also was a director of Federal Color Laboratory and the Jackson Box Co.

Now It's Wine in Cans

Imperial Wine Co. has announced that it is bringing out canned wine under the name of Mother Goldstein. It is being promoted through Dowd, Redfield & Johnstone, Inc., advertising agency.



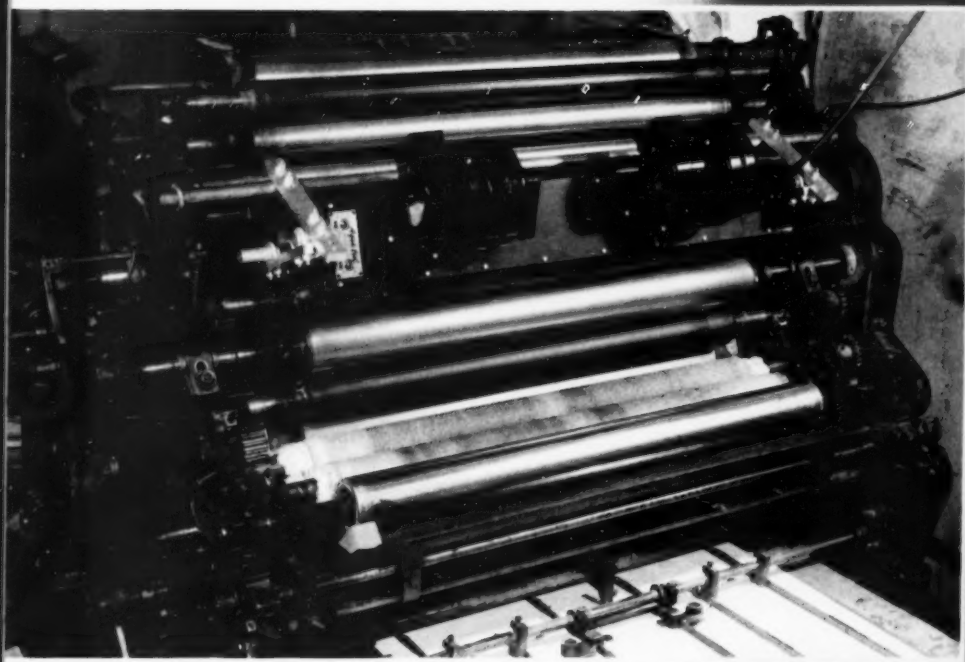
New Wagner Spot Coater

Wagner Litho Machinery Div., 34 Exchange Place, Jersey City, N. J., recently introduced this 12" Model K spot coater with a lug chain conveyor for use with automatic sheet feeder or the recently developed Wagner lug type press delivery. The unit has three registering fingers, and adjust-

ments are quickly made for using the two outer fingers when feeding in the usual manner, or only the center finger if sheets are fed the "long way," the company states. Speeds up to 85 sheets per minute with accurate registration are claimed. Further information is available from the manufacturer.

ATF *announces*

AQUA-TROL



AQUA-TROL ON ATF CHIEF 29

EXCLUSIVE...

American Type Founders announces a world-wide exclusive sales agreement for Aqua-Trol (patent pending) with Interstate Offset Products Co. of Houston, Texas.

Aqua-Trol is considered by ATF to be an answer to problems of ink and moisture balance on offset presses and a major advancement toward consistent color and quality control, which is the current theme of all lithographic developments.

Units are available with brackets for simple installation on all offset presses from 10" duplicator to 76" multi-color.

When using Aqua-Trol, an automatic equilibrium

*one of the most
beneficial
developments
in recent years*

- *strengthens color*
- *extends plate life*
- *reduces spoilage*
- *speeds ink drying*
- *increases profit*

between inking and dampening systems is maintained which remains constant even during changing room conditions.

An Aqua-Trol unit pays for itself in a very short time by increasing production, improving quality, and saving ink and paper. All inks print with more strength of color and dry more quickly because Aqua-Trol removes excess moisture.

Aqua-Trol at work in the lithographic industry will help give it the stability of letterpress and the tone quality of rotogravure with the flexibility of offset production.

Better, more profitable printing from the widest line of processes . . .

AMERICAN TYPE FOUNDERS — 200 ELMORA AVENUE, ELIZABETH, N. J.
A Subsidiary of Daystrom, Inc.

GRAVURE . . . LETTERPRESS . . . OFFSET

ATF

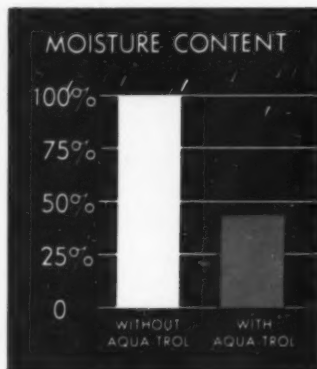
AQUA-TROL

See AQUA-TROL proof on next page . . .

Why **AQUA-TROL** works!

When ink rollers contact a properly moistened plate, there is a transfer of water into the inking system. The amount of water so transferred is dependent upon several variables, such as: 1) kind and condition of plate, 2) kind and size of paper, 3) type of ink, 4) condition of dampening rollers and 5) driers or wetting agents in fountain solution.

Aqua-Trol continuously removes this moisture from the ink by controlled evaporation, thus preventing emulsification. As the chart shows, Aqua-Trol removes over half the moisture present in the ink, even when the best balance exists without



Aqua-Trol. In other words, when a skilled pressman has achieved an ink-water balance to the best of his ability, he can use Aqua-Trol to remove over 50% of the still-present moisture! Of course, if more than a minimum amount of moisture is present, the Aqua-Trol unit automatically evaporates more—always keeping the ink free of moisture and in a more perfect printing condition than is possible without Aqua-Trol. See

your ATF salesman about the many production and quality advantages that are yours with Aqua-Trol—or mail the coupon below for complete information.

what it can do for you

SPOILAGE REDUCED Since ink color is brought up with fewer run-in sheets and there are less waste sheets during run, spoilage is often reduced 75% . . . the loss being as few as two or three sheets on many jobs.

FASTER INK DRYING Ink made moisture-free by Aqua-Trol dries faster on paper. As jobs can be backed up or trimmed much sooner than without Aqua-Trol, production is increased.

BETTER INK CONTROL Black ink prints jet black . . . colors print strong, bright and consistent throughout press run, saving ink and producing better quality.

PLATE LIFE INCREASED Through reduction in the water content of the ink, plate life is increased two to three times.

A UNIT FOR ANY PRESS Units are available for all sizes and types of offset presses—from duplicators to large multi-colors.

EASY INSTALLATION Standard bracket assemblies enable you to mount unit on any press—without drilling—in a few minutes.

QUICK AVAILABILITY Stocks of units for all presses are now available for immediate delivery from all ATF branches. Act now!

LOW COSTS Aqua-Trols are priced at \$181.50 up—depending on the size of unit needed.

AMERICAN TYPE FOUNDERS

200 ELMORA AVE., ELIZABETH, N.J.

PLEASE SEND AQUA-TROL LITERATURE AT ONCE TO:

NAME _____

MAKE AND MODEL OF PRESS _____

COMPANY _____

ADDRESS _____

CITY- STATE _____

ATF-1-ML

*Don't Delay—
Mail Today!*



PRINTED IN U.S.A.



**Craftsmanship now
begins at home**

From basement and attic these days come sounds of hammer, saw and whirring machines. Makers of do-it-yourself equipment and supplies have found that colorful, practical how-to-do-it manuals and booklets are their best salesmen . . . By telling your customers, in pictures and text, how to use your product effectively you inspire the kind of satisfaction that helps build sales. Oxford quality papers assure the graphic, accurate reproduction so essential in this field.



Oxford Papers

Help Build Sales

For your next offset job

Specify

OXFORD



Rangeley Offset

OXFORD PAPER COMPANY

RUMFORD, MAINE • WEST CARROLLTON, OHIO

Oxford's newest offset paper. A bright, blue-white sheet of high opacity, exceptional strength and ink receptivity. Excellent bond and free from lint and fuzz. Manufactured under carefully controlled conditions to insure maximum performance at high speeds. Available in two finishes, regular or vellum, for fine black and white and multicolor process reproduction.



**GET YOUR COPY
OF THE NEW
OXFORD PAPER
SELECTOR CHART...**

a time-saving master guide to the right grade for every purpose. Ask your nearby Oxford Merchant.

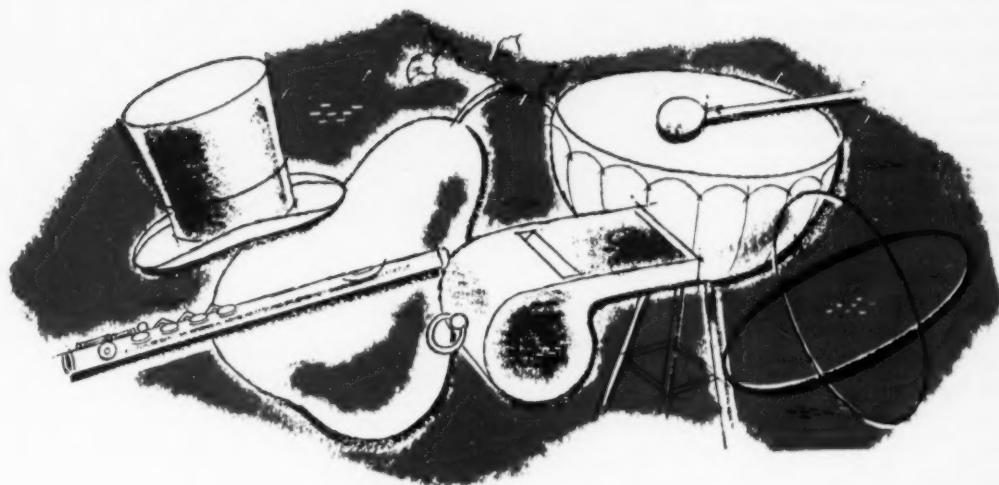
Nation-wide Service Through Oxford Merchants

Albany, N. Y.	W. H. Smith Paper Corp.
Atlanta, Ga.	Wyant & Sons Paper Co.
Augusta, Maine	Carter, Rice & Co. Corp.
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter, Rice & Co. Corp.
	Storrs & Bement Co.
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Caskie Paper Co., Inc.
	The Charlotte Paper Co.
Chattanooga, Tenn.	Bond-Sanders Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	Marquette Paper Corporation
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Dayton, Ohio	Cincinnati Cordage & Paper Co.
	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chope Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Hartford, Conn.	Green & Low Paper Co., Inc.
	Storrs & Bement Co.
Indianapolis, Ind.	MacCollum Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
Knoxville, Tenn.	Louisville Paper Co.
Lincoln, Neb.	Western Newspaper Union
Little Rock, Ark.	Roach Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Miami, Fla.	Everglades Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Bond-Sanders Paper Co.
Newark, N. J.	Bulkley, Dunton & Co., Inc.
New Haven, Conn.	Bulkley, Dunton & Co.
	(Div. of Carter, Rice & Co. Corp.)
	Storrs & Bement Co.
New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Dunton & Co., Inc.
	Green & Low Paper Co., Inc.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Philadelphia, Pa.	Atlantic Paper Co.
	Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	General Paper Co.
	Brubaker Paper Co.
Portland, Maine	C. H. Robinson Co.
Portland, Oregon	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co. Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Birmingham & Prosser Co.
	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
Salt Lake City, Utah	Western Newspaper Union
San Bernardino, Calif.	Blake, Moffitt & Towne
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
South Bend, Ind.	Birmingham & Prosser Co.
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulkley, Dunton & Co.
	(Div. of Carter, Rice & Co. Corp.)
	Mill Brand Papers
	Paper House of New England
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Tampa, Fla.	Tampa Paper Co.
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Worcester, Mass.	Esty Div. Carter, Rice & Co. Corp.

OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y. ★ OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill.

Mills at Rumford, Maine, and West Carrollton, Ohio

what kind of tone do you want?



If you are particular and want highest quality lithography with tones that are

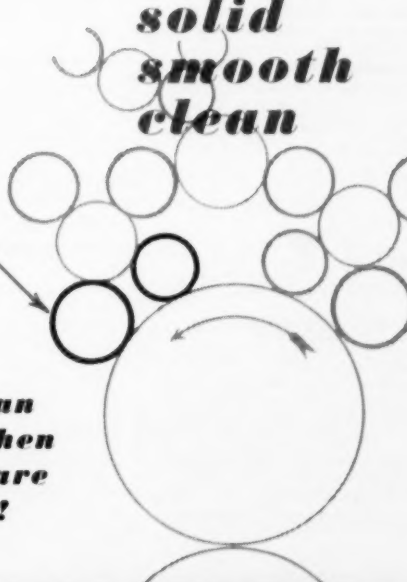
make these last two rollers over the form-MASTERLITH vulcanized oil rollers. You'll keep your plates clean, eliminate "halos" and get deep, velvety solids and tints — and they are so EASY TO CLEAN with your regular washup machine right on the press.

***solid
smooth
clean***

***For all other positions,
use —***



***—you can
see when
they are
clean!***



IDEAL ROLLER & MANUFACTURING COMPANY

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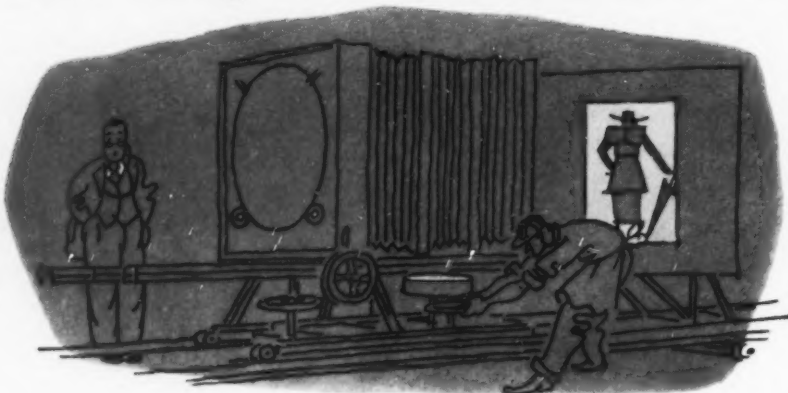
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IF YOU THINK that your antique equipment is efficient in producing either high quality or high volume work, you haven't seen ROBERTSON'S modern cameras. Obsolete platemaking equipment cannot be expected to compete with this modern ROBERTSON equipment in producing the demands made by today's Graphic Arts customers. Check to see if your gallery is antiquated.



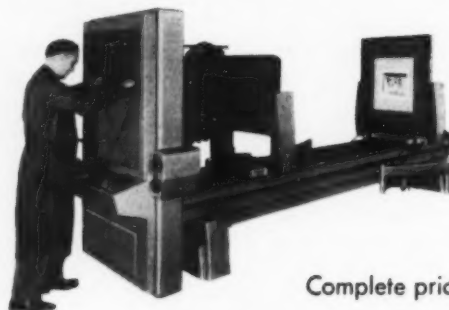
.....or are you ready for COLOR?

Low cost, high quality, volume production of process color is in demand today—and the demand will become even greater. The new, faster, more economical process color techniques cannot be adapted to obsolete equipment. Compare your present camera equipment against the outstanding features of today's modern all-metal ROBERTSON cameras.



THE SHOOTING STAR

A complete package precision camera available in 24" film size, including lens, electric timer and shutter control, flash lamp, motor driven focusing, electric lensboard movement, vacuum film holder, ground glass, precision plate bars with three point system, screen mechanism, screen elimination device, glass screen compensator, off-the-floor lamp carriers, tilting glass covered copyboard with transparency opening and positive holder with three point system.



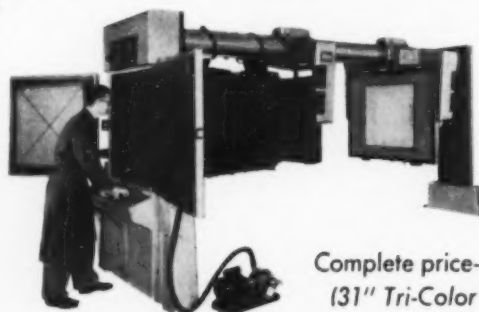
Complete price—\$6000.00



THE TRI-COLOR

A complete package precision camera available in 31" and 41" film sizes (larger sizes on special order) including lens, electric timer and shutter control, automatic flash lamp, motor driven focusing system, electric lensboard movement, swinging vacuum film holder with foot switch, swinging ground glass, plate bars with three point system, screen mechanism, screen elimination device, tilting glass covered copyboard with transparency opening and remote controlled oscillating positive holder with three point system.

Both the SHOOTING STAR and the TRI-COLOR cameras are fast enough for high volume black and white work—fully adaptable to process color and masking techniques — have precision resetting calibrations to 1/1000ths of an inch — have motor driven focusing systems.



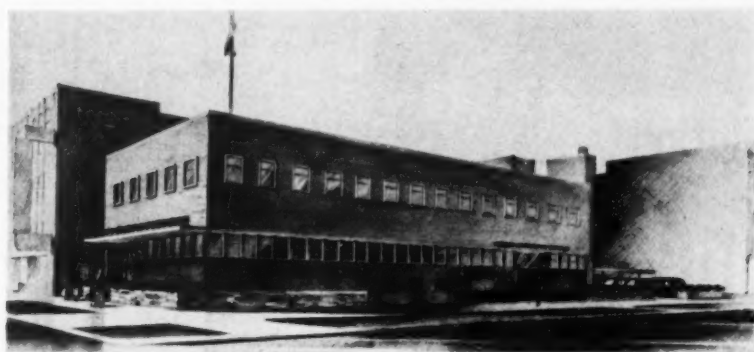
Complete price—\$8500.00
(31" Tri-Color Camera)

Robertson
PHOTO-MECHANIX

Write today for additional information
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3067 ELSTON AVENUE • CHICAGO 18, ILLINOIS

News

ABOUT THE TRADE



Chicago Union to Build

Chicago Local No. 4, Amalgamated Lithographers of America, was expecting to start construction this month or next on its new home at Ashland Blvd. and Adams St. The two-story building with basement, will cost "not more than \$250,000" including interior furnishings, George A. Canary, president of Local 4, announced. It will front 50 feet on Ashland and 120 feet on Adams. Reinforced concrete will be used throughout with exterior trim of Lannon stone, burgundy-colored polished granite, cream-colored faced or glazed brick and stainless steel. The building will be completely air conditioned. Foundations will be constructed to carry an additional floor, if needed later.

Local 4 offices will be located on the first floor, front, and a meeting hall with a capacity of 225 will be in the basement. Rooms are included for the ladies auxiliary, kitchen, service bar, storage and boiler space.

The rear section of the first and second floors and basement have been leased to the Chicago Lithographic Institute which will have its own private entrance on Adams St. Second floor front offices also will be rented. A three-room apartment on the roof will house the custodian and wife. Completion of Local 4's new building is scheduled for around July, 1955, Mr. Canary stated. Local 4, he said, now has a membership of over 4,200 lithographic craftsmen.

DMAA Program Outlined

Virtual completion of the program for the Direct Mail Advertising Association's 37th convention, to be held at the Statler, Boston, October 13-15, was announced by George Olmstead, Jr., president of S. D. Warren Co., general convention chairman.

Following the opening breakfast, Wednesday morning, when the winners of DMAA's annual "Best of Industry" competition will receive their awards, the association will hold its annual business meeting with

DMAA president Lawrence G. Chait, director of list research, Time, Inc., making his report to the membership. Al N. Seares, vice-president and New York manager, Remington Rand, Inc., will be the featured speaker at the luncheon meeting, on the subject, "Profits come from sales — Direct Mail Advertising is a major sales tool." The afternoon session will be based on the theme "How We Did It," with three speakers to develop this subject.

Thursday's entire program is to be

given to the Circles of Information, and Market Place, running throughout the day.

Friday morning, there will be three concurrent panels on "How You Can Do It," built around mail order, copy, and essentials of direct mail advertising. A nationally-known business personality will be the speaker at the Friday luncheon, and his identity will be announced soon, it was stated by James Mosely, president of Mosely Mail Order List Service, Inc., Boston, convention program chairman.

The entertainment program begins with the annual "get acquainted" cocktail party, Wednesday night, and a dinner and entertainment Thursday evening, together with other events. Included this year is a Boston Pops Symphony Concert. Football fans will have a choice of two games Saturday, Harvard vs. Columbia and Boston U. vs. Syracuse.

Mail Continues Upward

The estimated dollar volume of direct mail advertising used by American business during June, 1954 was \$100,500,882 according to figures released by the Direct Mail Advertising Assn., New York. This represents a gain of 1.64% over the expenditure of \$98,874,122 of June, 1953.

During the first six months of 1954, an estimated \$651,518,103 was spent on direct mail advertising, representing an increase of 5.7% over the expenditure of \$616,340,554 during the first six months of 1953.



Metalife

**5 in 1
SOLUTION**

**for processing
surface plates**

*Manufactured by
Wm. A. Frangos, Inc.*

Here is the most amazing time and money saver offered lithographers in many years. It can be used for all processing steps except coating . . . simplifies inventory. It is another "first" by William A. Frangos, Inc., Bellerose, Long Island, N. Y., distributed exclusively by Sun Supply Company.

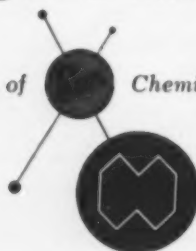
Metalife Surface Coating is the perfect companion product. It coats twice as many plates per gallon . . . carries a *guaranteed* shelf life

of one year . . . contains not more than 0.5% bichromate.

Used in combination, these products produce surface plates of a quality and life otherwise obtainable only with deep etch. Press runs of 250,000 impressions have been reported. Plates are unaffected by humidity—you can coat them today, use them anytime in the next two weeks. Users report that makeovers are "practically eliminated."

A Division of

Chemical Corporation



Sun Supply Company

10th Street and 44th Avenue, Long Island City 1, N. Y.

WRITE today for detailed literature—or ask us about a demonstration. Please address Dept. SI-951.



Council Greets Rossell

At the meeting of the executive committee (above) of the Research and Engineering Council in Washington, D. C. on August 12, 1954, Robert E. Rossell was introduced as the Council's new managing director. (As reported here last month.) Mr. Rossell came to the council after 12½ years with the Army Engineers where he was chief of the Map Reproduction Branch at their Research and Development Laboratories at Fort Belvoir. His experience includes over 25 years in the graphic arts industry. The new managing director is, at the present time, second vice president of the Technical Association of the Graphic Arts.

At the Washington executive committee meeting the Council adopted an aggressive program to complete work on a number of projects which the Council has had under way and selected Boston as the site for its Fifth Annual Meeting to be held on May 11, 12, 13, 1955 at the Parker House.

Right: John H. Davis, Jr., president of the Research Council, and Mr. Rossell, greet Joseph Schwartz, treasurer of the Research Council.

Top: L. to R. (seated) Felton Colwell, Colwell Press, Inc., Minneapolis, vice president of the council; John H. Davis, Jr., Judd & Detweiler, Inc., Washington, D. C.; Joseph Schwartz, Westcott & Thomson, Inc., Philadelphia; S. F. Chernoble, Comet Press, Inc., New York, N. Y., vice president of the council; Frank F. Pfeiffer, Reynolds & Reynolds, Dayton; Victor Strauss, Presentation Press, New York, N. Y.; William C. Walker, National Printing Ink Research In-



stitute, Bethlehem, Pa.; Dwight L. Monaco, McGraw-Hill Publishing Co., Inc., New York; C. A. Mawicke, Pontiac Engraving & Electrotype Co., Chicago; Edward J. Triebe, Kingsport Press, Inc., Kingsport, Tenn.

(Standing) L. to R. Mr. Rossell; P. J. Bernard, H. Wolff Book Manufacturing Co., Inc., New York; E. O. Vandercook, Vandercook & Sons, Inc., Chicago; G. L. Erikson, Braden-Sutphin Ink Co., Cleveland; J. Homer Winkler, Battelle Memorial Institute, Columbus, secretary of the council; C. L. Jewett, Minnesota Mining & Manufacturing Co., St. Paul; C. Howard Thomas, National Publishing Co., Philadelphia; W. E. Griswold, Lithographic Technical Foundation, Inc., New York; Morris Kantrowitz, technical director, U. S. Government Printing Office, Washington; George H. Cornelius, Jr., Cornelius Printing Co., Indianapolis, and Alan S. Holliday, Craftmen, Inc., Kutztown, Pa.

Completes Air Conditioning

Majestic Press, Inc., Philadelphia, last month completed installation of facilities for air conditioning of its entire plant.

In making the announcement, Jack Green, president, said that this is the first time any such firm in the Philadelphia area has provided for temperature and humidity control throughout the entire plant.

The job has been custom-engineered at a cost of \$125,000, to give an air flow of 40,000 cu. ft. per minute through the first floor, which houses the printing equipment. The offices, art department, and other facilities on the second floor receive 25,000 cu. ft. per minute. At this rate there is a complete air change of washed and filtered air every three

to four minutes throughout the entire building.

Under the new system, the temperature is maintained at 78° and the relative humidity at 48° winter and summer. If the temperature varies 1° during any season, the air-conditioning system, which operates as a heating unit in the winter, makes an automatic correction.

It is expected that this close control of temperature and humidity the year around will result in easier, faster, handling of paper stock, faster drying between paper runs, improved register and quality control on color work, and more efficient, trouble-free operation of presses and other equipment. In addition, the new system will offer the extra advantages of greater employee efficiency.

Equipment involved in the operation includes three compressors, each with a 50 H.P. motor; 2 evaporative condensers, each with a 75-ton capacity and each weighing 7,000 lbs.; two 167 KVA air-cooled transformers of the newest type; thousands of feet of piping, ducts, and wiring; and a completely automatic electrical control and thermostat system.

New Lanston Finance Plan

Lanston Monotype Corp., New York, has announced the completion of arrangements with C.I.T. Corporation, industrial financing firm, which will enable buyers of Monotype equipment to finance their purchases on terms of up to five years.

Under the plan, the Lanston announcement said, buyers who wish to finance their purchases will make a down payment of about 25 percent to Lanston and pay the remainder to C.I.T. Corporation in monthly instalments.

The financing program was set up with C.I.T. Corporation, a subsidiary of C.I.T. Financial Corporation, to assist printers, typographers, and lithographers in modernizing their establishments with the least possible financial strain. Lanston manufactures Monotype typesetting and typesetting equipment as well as photo-mechanical equipment for the offset and photo-engraving industry.

The firm recently announced the removal of its executive offices from Philadelphia to 261 Madison Ave., New York.

Forms New Va. Company

Keel Printing Co. was established recently at 2931 W. Marshall St., Richmond, Va. Equipment includes a 17 x 22" Harris offset press in addition to offset equipment. Henry Keel, owner, formerly was a principal in Keel-Williams, Inc., Richmond printers, which is continuing in business.

New Offset Shop

Howard B. Carlisle, III, has obtained a license to do offset printing and commercial art at Spartanburg, S. C.



**There's \$1,000,000 that says
this Needn't Happen to You**

LTF members every year save many times their annual contributions with the money they no longer waste on down time; with the increased profits they earn from better production.

Write today to discover your share of the profitable and productive lithographic techniques that 30 years of shop-tested lithographic research have developed.

Hundreds of lithographers the world over have pooled their resources (more than \$1,000,000 worth) to make sure that down time doesn't eat into *their* profits.

And this pool of resources—the Lithographic Technical Foundation—is *your* million-dollar assurance, too, that whatever technical problem is bothering you now need trouble you no more.



*better lithography for all lithographers
researched in an atmosphere of practical experience*

LITHOGRAPHIC

TECHNICAL FOUNDATION, INC.

131 East 39th St., New York 16, N. Y.



Capital Assn. Honors Presidents

The Graphic Arts Assn. of Washington, D. C., held its 1,820th consecutive weekly meeting on August 9. At special luncheon ceremonies at the Hotel Continental the Association marked the completion of 35 years at such meetings without a break, and honored its past presidents.

James J. Rudisill, president of Rudisill and Company, Lancaster, Pa., and president of Printing Industry of America, was the guest speaker.

Honorary life membership in the association was presented to William A. Edelblut, a former president, who recently retired as assistant general manager of Judd & Detweiler, Inc., printers of The National Geographic.

Twenty of the living past presidents were presented at the meeting. Seated, left to

right: Elmer M. Pusey, Judd & Detweiler, Inc.; Dial H. Elkins, Batt, Bates and Company; Otis H. Johnson, Rufus H. Darby Printing Company; Oscar T. Wright, retired; Charles F. Crane, retired; Karl F. Eiker, retired; Nelson P. Mitchell, McArdle Printing Company; Peter Becker, Jr., Arrow Service; Herbert G. Pillen, Mercury Press, Inc., now serving as president of the association.

Standing, left to right: Edwin H. Evans, Law Reporter Printing Company; Walter F. McArdle, McArdle Printing Co.; George W. Bryan, retired; Harry J. Miller, retired; William N. Freeman, Mercury Press, Inc.; Edgar B. Helmer, United Publishing Co.; William A. Edelblut, retired; Richard Chamberlin, E. A. Merkle, Inc.; Charles E. Summers, Gibson Brothers; James W. Shields, Judd & Detweiler, Inc.; Clarence H. Taylor, Graphic Arts Press.

Display Group Appoints

Edward K. Whitmore, president, Oberly & Newell Lithograph Corp., New York, and former Chairman of the Board of POPAI, heads the institute's new research and educational committee for 1954-1955, it was announced by Donald S. Hutchinson, president of the Point-of-Purchase Advertising Institute.

Other members of this committee are: Joseph Austin, treasurer, Austin & Austin, Inc.; Ray Dubrowin, display manager, General Foods Corporation; Alfred B. Hailparn, sales promotion manager, Publicker Industries, Inc.; A. Dexter Johnson, assistant advertising director, Eastman Kodak Company; Arthur I. Marshak, treasurer, Walter Marshak, Inc.; Joseph O'Connor, account executive, Fuller & Smith & Ross, Inc.; Sydney N. Reid, Edwards & Deutsch Lithographing Co.; Ben J. Seger, president, Majestic Creations, Inc.; Howard J. Soriano, vice president, Sinclair & Valentine Co.; and William Thompson, supervisor of production, Shell Oil Co.

The research & educational committee has been doing constructive

work in coordinating point-of-purchase with other forms of advertising. A book on point-of-purchase is being published by the Association of National Advertisers with the cooperation of POPAI.

William Melish Harris, president of William Melish Harris Associates, New York, has been named chairman of the POPAI finance committee. Other members of this committee are: Harry Fenster, I. Fenster & Sons, Inc.; John M. Palmer, Palmer Associates; and George A. Phillips, Cluett, Peabody & Company.

Elect Walters

The United States Playing Card Co. of Cincinnati and its subsidiaries reported gross income for the six months ended June 30, of \$1,805,500, and net income, after all charges and estimated taxes, of \$889,322, equal to \$2.31 per share of common stock. For the like period last year, gross income was \$2,102,734, and net income was \$911,292, or \$2.36 a share.

William H. Walters, president of the U. S. Printing and Lithograph Co., was elected a director of United

States Playing Card Co., to fill the vacancy caused by the recent death of General William Ottmann.

Directors declared a dividend of \$1 a share on the common stock, payable Oct. 1. Like quarterly dividends have been paid recently.

Shift Phila. Ticket Printing

Globe Ticket Co., Philadelphia, has announced that arrangements have been completed for the company to take over the ticket printing department of Allen, Lane & Scott, Inc., as well as that firm's ticket punch and gauge punch business.

Allen, Lane & Scott, Inc. has been supplying tickets primarily to railroads since the firm was established in 1872. Due to continued expansion of its printing and lithographing facilities, the company decided to dispose of the ticket division.

Two Join Safety Group

Stromberg-Allen Co., Chicago, and Maran Printing Co., Baltimore, Md., both offset and letterpress firms, are among recent new members of the National Safety Council's printing and publishing section. W. L. Greaves, president of Stromberg-Allen, will direct the program in his plant, which employs some 60 persons, while the Maran Co. put Barnet A. Annenberg in charge of the work among its 50 employees.

Todd Executive Dies

Gilbert J. Owen, 56, vice-president in charge of sales, member of the executive committee, and a director of the Todd Company, Inc., Rochester, N. Y., died Aug. 8 in Rochester General Hospital after a brief illness. Mr. Owen was a key figure in the growth of the Todd Company, manufacturer of protected insured checks and check-protecting machines. He had served the firm since 1923.

Associated Names Hill

Associated Lithographers, Inc., Des Moines, Ia., has named Blaine R. Hill as director of a newly organized manifold form division. The division will distribute various forms and supplies on a national scale.

NOW the new, most modern AMERICAN BRONZER



has been proven **BEST** by years of actual **TEST**; it is the most efficient bronzer ever built, incorporating many important patents. Let us tell you of the pleased users in your own industry and show you a machine in operation. Then you will easily recognize these 8 points of superiority.

POINTS OF SUPERIORITY—

1. **FLAT.** The AMERICAN BRONZER is the **ONLY FLAT** bronzing machine being built in the United States with American standard parts.
2. **PARTS ALWAYS AVAILABLE.** Because the AMERICAN BRONZER is made in America, replacement parts are readily available. You will never have idle-time while you wait for a replacement part.
3. **DUST FREE OPERATION.** No special bronzing room is needed and no expensive duct system. Every sheet is cleaned on both sides and no flying bronze will settle on other equipment or sheets.
4. **TIME AND LABOR SAVING.** Dusts and cleans in **ONE** operation—**FULLY AUTOMATIC** when connected to any press.
5. **PORTABLE.** Because the AMERICAN BRONZER is available on casters, it can easily be wheeled for installation on any press.
6. **DRY BURNISHERS.** On the AMERICAN BRONZER, the burnishers are reversible; this means you always have a dry burnishing pad, which can speedily be turned from the outside without adjustment or delay.
7. **PRECISION POWDER REGULATION.** The bronze fountain has an especially accurate powder regulation and allows the feeding of minute quantities or the bronzing of solid forms. The fountain lifts out easily, and permits quick cleaning or change from gold to silver or colors.
8. **STURDY CONSTRUCTION.** The AMERICAN BRONZER is precision built for high speed operation and long lasting service. It runs on American Standard ball bearings and is built for easy maintenance. It is made in accordance with our patents and specifications by the well known builder of Graphic Arts machinery, THE RATHBUN & BIRD COMPANY, INC., New York.

The AMERICAN BRONZER is built in various sizes.
Ask for full details and see a machine at work.

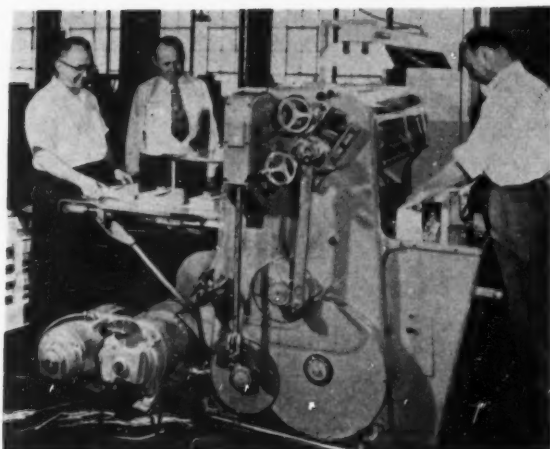
For the best in *bronzing machines*, developed
through actual experience since 1912

Write, wire or phone

AMERICAN BRONZING MACHINE WORKS, INC.

145 Nassau St., New York 38, N. Y.

Tel.: CO 7-7395



Installs Trimmer

H. W. Limes, production manager at Wartburg, press, Columbus, O., views recently installed Lawson three-knife rapid trimmer at work. Mr. Limes reported the new trimmer had cut trimming time substantially on a magazine of 100,000 copies.

Quality Buys Building

Quality Lithographing Co., 239-41 North 12th St., Philadelphia, has purchased the two-story building at 237 North 12th St., to add needed space to the company. The reported price was \$25,000. The building, which adjoins the property the firm now occupies, will add 5400 square feet of floor space for the company's facilities.

Established in 1903, Quality has 17x22 and 22x34 presses, a two-color 35x45 press, and a four-color rotary Appel press. Anticipating increased business when the renovated building is in use, Joseph and Douglas S. Suskin, the partners, have ordered a two-color 22x34 press to supplement their present equipment.

Pg. Firms Add Machines

Several Pennsylvania companies recently put in Lawson cutting and other machinery, it was announced last month. They include the Wm. Mann Div., Todd Co., Philadelphia — a multiple head drill; The Evangelical Press, Harrisburg — a 52" Electronic Spacer cutter; and National Publishing Co., Philadelphia — a three-knife trimmer.

Issues Third Edition

The third edition of the Ohio River Handbook was published in late July by Young and Klein, Inc., lithographers of Cincinnati. Printed entirely in offset, the 432-page book contains more than 600 photos, charts and maps, and considerable new and revised material. The last previous

edition, published in 1950, was sold out soon thereafter, and 7,000 copies of the new edition were printed. The editors are Benjamin and Eleanor Klein.

Now in preparation is an Ohio River Atlas, which will contain old river maps and related material. Publication by Young and Klein, Inc., is scheduled for later this year.

Rust Heads Joliet Firm

Donald E. Rust, chairman of the board of Rust Craft Greeting Cards, Boston, was elected to the board of directors and to the presidency of the United Printers and Publishers, Inc., at its 47th annual meeting at Joliet, Ill., recently. Rust Craft Greet-

ing Cards is one of the five divisions of United Printers and Publishers, Inc. Mr. Rust recently also was Rust Craft president.

With his brother, the late Fred W. Rust, he co-founded the firm 48 years ago. Both pioneered in modern-day American greeting cards, establishing the business in a second-floor book shop in Kansas City, Mo., in 1906.

Divisions of United Printers and Publishers, Inc., include the Arto-graphic Corp., the Gerlach-Barklow Co., Greetings, Inc., and P. F. Voland Co. All are located in Joliet except Rust Craft, which soon will be moving into its new \$3,000,000 building in Dedham, Mass.

Other directors are Winston Yeager, H. H. Brunings, Bernice Gerlach Faulkner, John C. Meiners, J. H. Riley; and Wrightson Christopher, Rust Craft president.

SRDS Appoints


Standard Rate & Data Service, Evanston, Ill., has announced appointment of Gerald M. Larsen as general manager of its affiliated Direct-Image Offset Corp. Other recent additions to the main office staff include George J. Heitz as promotion manager; Leonard J. Schultz, special sales representative; and Lee Hagman, personnel manager.



Cincinnati Co. Expanding

The Gibson Art Co., Cincinnati, has added six new Miehle offset presses within the past year. Besides the four #29 offsets shown here, this company has just re-

cently installed a Miehle #41 two-color offset press, and have another #29 offset on order for installation in September. This firm operates the four presses pictured 18 to 24 hours per day.



**ALWAYS
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REPRODUCTION
WITH ...**

TROJAN GUMMED PAPERS

**A Complete Line of
Gummed Printing Papers
in Sheets and Rolls**

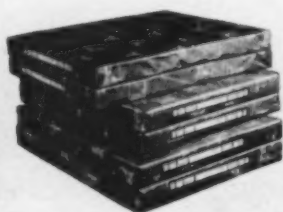
**LABEL PAPERS
STAMP PAPERS
LAMINATED FOILS
LAMINATED PAPERS
LAMINATED FABRICS
HEAT SEAL PAPERS
HEAT SEAL FOILS**

Go after the profitable seal and label business. Printers and lithographers need never hesitate to take on label, seal or sticker work that requires fine reproduction. TROJAN Gummed Printing Papers print like any fine paper. They are the very best grades of name printing and lithographic papers, gummed and processed by an exclusive method that makes the finished sheets lie as flat and handle as easily as ungummed paper. You can build a good business in gummed paper specialties. It will pay you to investigate their possibilities.



Send for Sample Book

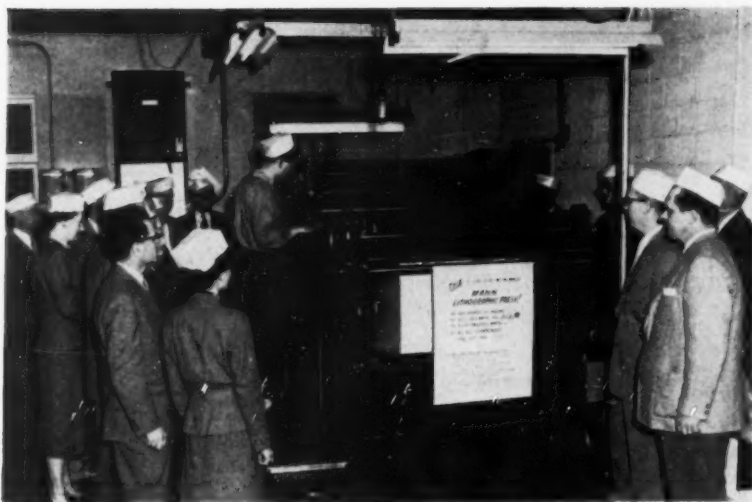
You need the TROJAN Gummed Printing Paper Sample Book in your files as an aid in estimating, selling and ordering.
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Main Offices and Mills: TROY, OHIO—Sales Offices: *Atlanta, Chicago, Cincinnati, Cleveland, Los Angeles, New York, Philadelphia, St. Louis, San Francisco*—Distributors from coast to coast.



Enters Offset Field

Lars Gilson, manager of the Gilson Press, Grand Rapids, Mich., celebrated the recent purchase of his new ATF-Mann L-135 offset press by holding open house for some 200 customers and suppliers. The sign on the new press reads, "This is our (and the bank's) Mann Lithographic Press! The boss wanted this machine. The boss's wife wanted a new home. The boss's employees wanted more money. So we all compromised and got this new press." Mr. Gilson stands slightly in front of ATF's representative, Tom Dobbertin, at extreme right.

Mr. Gilson started in the printing business about five years ago with an automatic platen press and a hand-fed press. His first major purchase was an ATF-Little

Giant cylinder job press. He later added an ATF-Kelly, to help handle the demands of his constantly growing business. Before the Kelly was installed, Mr. Gilson decided to move to larger quarters. He constructed a much larger building, employing American Type Founders' plant layout service.

The Gilson press used only half of this new building until it expanded into offset with the purchase of the new ATF-Mann Press, at which time it became necessary to use the entire available space.

An art department has been added by Mr. Gilson to better serve his customers. The bindery is adequate to handle almost any printing job that can be produced in a plant of this size. Work produced includes labels, booklets, and high-quality multi-color promotion material.

Flint Executive Passes

F. Ernst Baumann, 72, treasurer of the Howard Flint Ink Co., Detroit, died unexpectedly July 30. Born in Germany, he began his printing ink education there as a young man in the employ of the Jancke Company, whom he served successively in Germany, Great Britain, and the United States. He joined the Flint organization in 1922.

Tweddle Forms Company

Tweddle Litho Co. was organized recently at 24006 Harper Ave., St. Clair Shores, Mich. Edmund B. Tweddle is the owner. He is president of the Detroit Litho Club, and formerly was with Singer Mutschall Co.

Senate Settles With Graphic

A bill to pay \$84,359 to the Graphic Arts Corp. of Toledo, O., has been approved by the U.S. Senate. The sum was computed as "full settlement" of claims against the govern-

ment for maintenance of the company's Gadi process plant from Jan. 1, 1946 to June 1, 1946, and for cost of the materials the company said it got stuck with.

The major part of the company's claim covers operating losses while it was turning out drawings for the armed forces.

Chicago Group to Hear Goddess

The Chicago Young Executives Club, newly formed printing industry group, plans to get under way in earnest next month with a meeting at which J. Norman Goddess, general counsel of the Graphic Arts Association of Illinois, will discuss "Some Legal Aspects of the Printing Industry." Each succeeding meeting, it was announced, will feature a guest speaker drawn from all phases of commerce and industry who will discuss topics having a direct bearing on the interests of the young printing executives. Carl White of Inland Press is chairman of the club.

Chicago Courses Starting

Educational courses sponsored by the Graphic Arts Association of Illinois began getting under way this month, first to start being a letterpress estimating course on Sept. 20. Scheduled to follow were a course on selling printing, Sept. 21; cost finding Sept. 22; offset estimating, Sept. 23; and paper selection, Sept. 24.

J. J. Skach, manager, purchasing dept., Esquire, Inc., will again be instructor of the offset estimating course for which the available enrollment was sold out well ahead of the opening session. Covered in the class work is basic information and practice in estimating offset platemaking and presswork.

Planned for opening late in October is a new course on printing fundamentals," with R. C. Crehore, production manager of Newman-Rudolph Lithographing Co., as instructor. Another litho firm, Inland Press, is loaning its cost accountant, Earl Lamphiear, as instructor in the cost finding and budgeting course. Still another course to be introduced later, will deal with printing plant safety with Miss Lillian Stemp, nationally known authority on accident prevention in the printing industry as instructor. All classes will be held in the building at 860 N. Wabash Ave., recently leased to serve as headquarters of the GAA. Here the ground floor has been completely remodeled.

Geo. Bloomfield Dies in Ohio

George J. Bloomfield, 42, head of the plate department of Photo Color Co., Cleveland, died in June in a Cleveland hospital. He had been in the lithographic industry all of his working career, and had been with Photo Color for the past eight years. He had been active in the lithographers bowling league and won a trophy this year.

Detroit Men Shift

Kenneth Pell, formerly with Wayne Litho Plate Co., Detroit, recently joined Spee-Dee Printing Co., that city. Frank Gladman, also formerly with Wayne, joined Litho Plate Grainers of Detroit.

What's Behind *This* Name?



Crescent's main offices and plant, with 50,000 square feet of floor space devoted to the production of fine printing inks.



Behind the name is a modern, scientifically-equipped laboratory, a staff of seasoned craftsmen, and 38 years' experience in producing the finest flexographic, rotogravure, lithographic and letterpress printing inks. Crescent, constantly experimenting, has pioneered many innovations, including pigmented flexographic ink in the United States. The photos show what is behind the Crescent name, ready to serve you.



Fully-equipped laboratory where raw materials are tested, new inks developed, and orders checked. Proving presses test each ink before shipment.



High speed grinding mills are fed by a "tilter" which decreases labor, is safer and cleaner. (Below) Ball mill department. Foreman is checking flow of vehicle to a mill.



A huge new ball mill, capable of taking a 5-drum charge.

The Milwaukee plant, stocking a complete line of litho and letterpress inks and manufacturing flexographic and rotogravure inks to give fast service to the midwest.



CRESCENT INK & COLOR COMPANY

464 N. 5th St., Philadelphia 23, Pa.

3901 W. Rohr Ave., Milwaukee, Wis.

33 Branham Ave., N.E., Atlanta, Ga.

INKS FOR LITHOGRAPHY • LETTERPRESS • FLEXOGRAPHY • ROTOGRAVURE



Louis A. Croplis

Edwin B. Hundley

Arthur R. Bink

ATF Shifts Executives

Louis A. Croplis has been appointed regional manager for the New York region by American Type Founders. Mr. Croplis was previously manager of the Cincinnati region. Before taking on his Cincinnati assignment, Mr. Croplis worked as an outside salesman and held supervisory positions at the general office in Elizabeth. He has been with ATF since 1923. Mr. Croplis will replace Frank Shober, who is retiring as regional manager in New York after 18 years.

Edwin B. Hundley, former ATF salesman,

and regional manager in Atlanta, is being transferred to Cincinnati, one of ATF's larger branches. Mr. Hundley was responsible for expansion of ATF's business in the Atlanta region to its present scope.

The Atlanta regional office will be managed by Arthur R. Bink. Mr. Bink has held various supervisory positions in the general office for over 20 years. He has had over 30 years' experience in the graphic arts.

The above appointments became effective August 1, 1954.

Barnes Joins Ashcraft

Ashcraft, Inc., Kansas City, Mo., announces that Earl Barnes, formerly with Universal Printing & Litho Co., of California, has joined the company as production manager. Robert Ewalt, formerly of Ashcraft, has joined Greenen Litho Plate in production.

Fire Damages Plants

Water used to fight a fire in a nearby building caused damage last month to two Kansas City litho plants. Both Central Printing Co. and The Yearbook House are remodeling their plants.

Rhoads Press Moves

Rhoads Press, formerly of 83rd and Reeds Road, Hickman Hills, Mo., will move early next month to new quarters at 110th and 71st Hiway, according to Paul Myers, foreman.

Filmotype Names Jewell

To facilitate development of improved hand lettering and type photo composition equipment, Donald K. Jewell, Grayslake, Ill., has been appointed chief engineer of the new products division of the Filmotype Corporation, Chicago.

In making the announcement, Film-

otype indicated that accessory equipment will be designed to complement the versatile Filmotype, which it says

is the most widely used hand lettering and type photo composition machine for headlines and display work in the country.

First U. S. Plant Was 1822

The first lithographic plant in the United States was Barnet & Doolittle in New York, founded in 1822. This information is contained in a booklet, "Facts About the Printing Industry," just issued by Miller Printing Machinery Co., Pittsburgh. The pocket-size booklet contains many short paragraphs of interesting bits of history of the graphic arts in all parts of the world. It was first issued in 1953 but has been enlarged and re-issued now.

Copies are available from the company, 1135 Reedsdale St., Pittsburgh 33, Pa.

Midwest Firms Add Machines

Miles Press, Inc., Indianapolis, recently put in a Lawson 39" cutter. Multi-Colortype Co., Cincinnati, added a Lawson 52-T-76 Electronic Spacer cutter.



New IPI St. Louis Plant

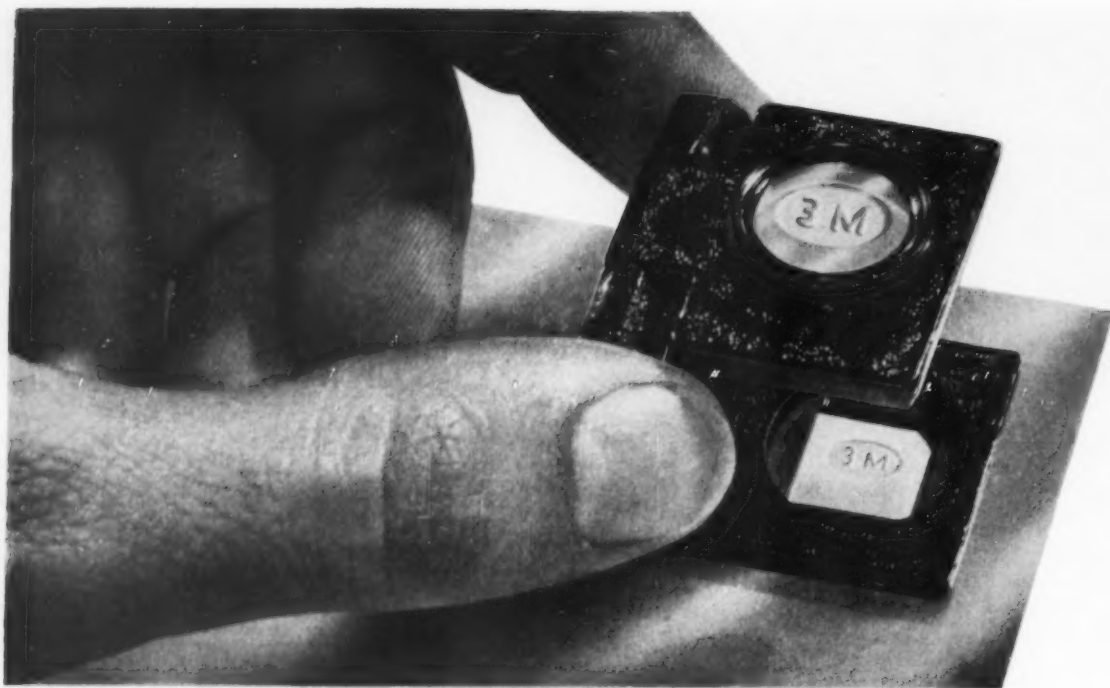
Interchemical Corporation, Printing Ink Division (IPI) has just announced completion of a new home for its St. Louis branch office and service station. (Sketched above) Located at 4168 Meramec St., this new structure was planned for better ink service to printers and lithographers with special attention to the needs of package printers, IPI said. The new location is "practically surrounded by arterial streets and highways" for fast delivery service and has ample parking space immediately in front of the building.

Completion of this structure marks the latest step in IPI's policy of constant modernization for increased efficiency. Built

primarily of high-grade brick, cut stone, concrete and steel, it is laid out for greatest efficiency in ink making and customer service, the company reports. In addition to easy access by overland trucks, the location also has its own railroad siding.

The building provides 14,000 square feet of space. The service station section is completely equipped for mixing, milling, color matching and proofing. A section of the building is devoted to flexographic inks.

The new IPI St. Louis building also provides extra storage space for both raw and finished materials of all types. Included are tanks and pumping facilities for news inks.



Look for this mark...PROOF of 300-line quality in every "3M" Plate!

You enjoy perfect reproduction every time — richer colors, deeper blacks, better solids — when your offset plates bear the famous "3M" brand. No wonder they're the world's largest-sellers...

300-line screen quality is *assured*; plate after plate delivers perfect reproduction on the toughest jobs.

That "3M" brand means *finest quality printing* — be sure to look for it!



UNAFFECTED BY TEMPERATURE and humidity — and they won't oxidize on the press!



DEEP-ETCH QUALITY from a surface-coated plate; grainless aluminum makes the difference!



DELETIONS AND ALTERATIONS are easy; and every plate delivers perfect re-runs.

IT'S THE ONLY BRANDED PHOTO-OFFSET PLATE ON THE MARKET! Look for this trademark — it identifies the perfect plate for perfect printing.

FREE DEMONSTRATION—300-line Screen test right in your own shop! **FREE BOOKLET** on Large-Size "3M" Photo-Offset Plates! Tells all about them, how to use them. For either or both, just write: Dept. ML-94, Minnesota Mining and Mfg. Co., St. Paul 6, Minnesota.



Either of these marks   identifies the 3M BRAND

3M Photo-Offset Plates

World's largest-selling Sensitized Aluminum Photo-Offset Plates

Made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. — also makers of "Spherekote" Brand Tympan Covers and Frisket Papers, "Scotchlite" Reflective Sheeting, "Scotch" Brand Pressure-Sensitive Tapes, "Scotch" Brand Magnetic Tape, "Undersol" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.





Sun Names Chicago Men

Thomas F. Morrison, (left) was named Chicago sales manager of Sun Supply Co., Division of Sun Chemical Corp., Long Island City, N. Y., the company announced. He will be in charge of all the company's midwest sales of lithographic supplies.

The company also appointed Arthur A. Domin, Robert L. Fritz and Leslie G. Drescher (left to right) to the Chicago sales staff. Mr. Domin and Mr. Fritz will service Chicago area customers for Sun Supply's lithographic supplies, and Mr. Drescher will cover the Michigan and Indiana sales territory.

Exhibit Products at Chicago

Capitol Publishing Co., Irvington-on-the-Hudson, N. Y., participated for the first time in the midsummer trade show of the National Association of Variety Stores in Chicago, Aug. 1-5, the intention being, according to Zola E. Harvey, partner and sales manager, to develop new outlets in the variety store field. On display was an array of children's games, play books and novelties with juvenile appeal, for which the printing is done by Multilith in the company's plant and by offset obtained from numerous sources.

Capitol Pub. Co., was organized in 1944, Mr. Harvey said, and annual volume runs over \$1,000,000 a year. Capitol Pub. Co., also operates a subsidiary, American Legal Publishers, producers of legal text books. First editions, Mr. Harvey said, are printed by letterpress, then reproduction proofs are drawn and held for re-runs by offset if market demands require additional copies.

The Variety Store Association's Chicago show witnessed the advent of "3-D" greeting cards, with Greetings, Inc., of Joliet, Ill., claiming the honor as first in the field with this new merchandising feature. Shown in their booth were a number of "third dimension" designs which will be released for Mother's Day next year, a spokesman said. Some 100 other new seasonal, topical and everyday greeting card designs were shown by the Joliet firm, which is an affiliate of United Printers & Publishers, Boston, Mass.

Whitman Pub. Co., Racine, Wis.,

sales affiliate of Western Printing & Lithographing Co., had an extensive display of juvenile books, comics, games, toys, child activity novelties and playing cards, with Peter Dammn, Clifford Oley and Richard Cline in charge.

Concurrently with the Variety Store show at the Lasalle hotel, several other litho houses had displays in the 52nd Chicago Merchandise Fair at the Palmer House. Here the Meyer-cord Co., Chicago, featured two new decal lines, which are slated for early market appearance. In a tie-in with Campbell Soup Co.'s television show, a new set of "Campbell Kid" decals is being readied for November release, following advertisements in *Life*. A. W. Hoelsner, sales manager, home decoration div., said. Some 25 other food companies will also participate in this \$500,000 promotion, he said.

Shown for the first time by Meyer-cord was a new line of semi-religious decals, a field which has, until now, apparently been neglected by decal manufacturers and in which distributors are manifesting considerable interest, Mr. Hoelsner said.

Also shown was a new merchandising unit for the retailer, a Meyer-cord Decal Decorator Guide, in the nature of a sample book with suggested use of decals for "full room ensemble selling."

Saalfeld Pub. Co., Akron, O., displayed at the Merchandise Fair a representative selection from the 1200 items they produce in the field of juvenile books, coloring books, paper dolls, cut-out books, activity

novelties and kindred lithographed products.

Saalfeld Pub. Co. was founded 56 years ago in 1898, by Arthur G. Saalfeld and today's president, Henry Saalfeld, is a third generation member of this family enterprise.

Simon & Schuster, New York publishers, had another display of mass produced lithographed products, the famous "Little Golden Books," along with "Golden" records, poster stamps and other items selected from their 175 individual titles. Western Printing & Lithographing Co. does the offset work for S. & S., according to Kenneth Ehrman, salesman in charge. This year they are expecting sales figures for the Little Golden Books, to run in excess of 40,000,000 copies, he stated.

Employees Honored

Employees of Chicago Show Printing Co., and its affiliate, Mystick Adhesive Products, enjoyed their annual picnic July 31, with over 1,000 employees and their families in attendance at Nomak's Grove, rural recreation spot near Chicago. Ball games, races and special events for the children filled the day. Outstanding event of the day was the presentation of service pins to 46 employees, marking for each recipient another five years of employment with the company. Russell J. Leander, president of the 52-year-old firm, and son of the founder, made the presentation.

Oldest in this year's group in term of service, was a 30-year man, Edward J. Sullivan, night superintendent of the Mystick Adhesives division. He's not the oldest employee, however. Kean Palmer, manager of the imprint dept., has been with the company since 1906 and will get a 50-year pin in two more years.

Uarco Honors McFarland

Uarco, Inc., Chicago manufacturers of business forms, presented a gold watch to A. R. McFarland recently to mark the 25th anniversary of his employment with the firm. Mr. McFarland has served as advertising manager and western sales manager and is now engaged in sales development work for the company.

The NEW quick way to make offset plates—

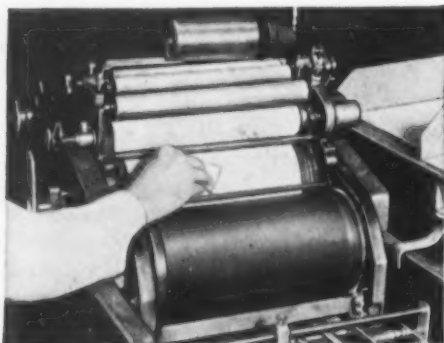
**OZALITH... the first sensitized
positive paper plate... from original to
running press in 90 seconds!**



1—Lay translucent copy over Ozalith, and expose in any Ozalid machine or similar light medium.



2—Place the exposed Ozalith on the printing cylinder of any small offset press.



3—Rub over exposed surface with developing fluid, then fixer, and the Ozalith is ready to print.



Now for the first time . . . you have Ozalith—a positive paper offset plate that can be made directly from any translucent original.

Just place the original on the Ozalith plate, and expose in an Ozalid machine—Bambino to Printmaster—or any similar light medium.

Put the exposed plate on the press cylinder, swab with developing fluid and fixer, and it's ready to print. The whole process takes less than 90 seconds!

No darkroom, negatives, trays or dryers are needed. And this new paper plate is so inexpensive that it needn't be filed. Overruns are unnecessary. One translucent copy enables you to make quickly a new plate if more copies are needed.

For longer runs, Ozalith plates are also available on aluminum.

Save plate making time, costs and storage space with Ozalith. For a demonstration, call the nearest Ozalid distributor. Or write 600 Ozaway, Johnson City, N. Y.

OZALID—A Division of General Aniline & Film Corporation . . . *From Research to Reality.*
In Canada, Hughes Owens Company, Ltd., Montreal

OZALITH



PLATES	ALUM-O-LITH, double duty
EKTACHROME	Robert Clemenz
300 LINE COLOR SEPARATIONS	Mayfield Laboratories
LITHOGRAPHY	Alfred S. Johnson - printing
PRESSMAN	William Nairn, Jr.

**ALUM
-O-
LITH**

**"The double duty plate made
this process possible,"
...reports Mayfield Labora-
tories, Alhambra, California.**

"We tried all pre-sensitized plates"...

"looking for the one that would work best with Mayfield Laboratories new 300 line 3-Color Process. Alum-O-Lith was the only plate that gave us complete satisfaction. Furthermore, we were amazed at the clean, bright, unplugged, *true reproduction* of the original Ektachrome from first copy till last!"

*So says Al Johnson,
Albambra Lithographer
who did all the
press testing for the
Mayfield Laboratories.*

With Alum-O-Lith "double duty" plates...

The Image is Embedded IN the Plate!

Alum-O-Lith pre-sensitized all metal plates have the most perfect lithographic surface yet developed by modern science. The sensitizing chemicals are absorbed by the surface of the plate so that image lines and dots are completely protected on all sides. This type of image is *not* subject to the wear of conventional plates with projecting images. This *extra* protection gives longer, cleaner, more profitable runs of deep etch quality.



Aluminum

Alum-O-Lith plate with "embedded" image!



Surface Coating
Aluminum

Conventional plate with projecting image!

ALUM-O-LITH

First...
plate "designed with the lithographer's needs in mind!"

First...
plate to offer two printing surfaces for the price of one!"

First...
to use heavier metal in all large size plates!

Leaders...
in research and development of lithographic processes!

Visit the ALUM-O-LITH, Inc.

Booth (no. 49) at the NAPL

Convention and Exhibit

For further information, write:

ALUM-O-LITH, Inc.

5601 Valley Blvd.

Los Angeles 32, California

**ALUM
-O-
LITH**

the
double
duty
plate

Now! A New ROGERSOLvent!

ROGERSOL "2 for 1 Roller Wash"

Requires Only a MINIMUM of Steps to Clean Your Presses

Here's a new and revolutionary "short-cut" roller-wash for both offset and rotary letterpress! It's the time-saving way to keep your rollers clean and glaze-free. ROGERSOL "2 for 1" penetrates deep to pull out dried ink and dirt—cleans automatically *and works faster than any ordinary press-wash!* And you can use it with any benzine or kerosene solvent you already have on hand! Comes in concentrated form—add an equal amount of water and you have twice as much—thus, "2 for 1."

- Saves hours of down time!
- Thoroughly cleans rollers—eliminates previous color "bleed-in"!
- Reduces shipping costs!
- Saves storage space!
- Restores to "like-new" efficiency!
- Will stay in solution!
- Safe to store in cans or drums—non-flammable!
- Proper Evaporation rate!
- Non-toxic—dermatitis-controlled!
- Easy, economical to use!

Works fast! Just apply benzine or kerosene to loosen dirt and dried ink—*then ROGERSOL "2 for 1" will penetrate deep into the roller pores to get out that dirt—and fast!* Rinse—and that's all! So order now and start saving time and money!

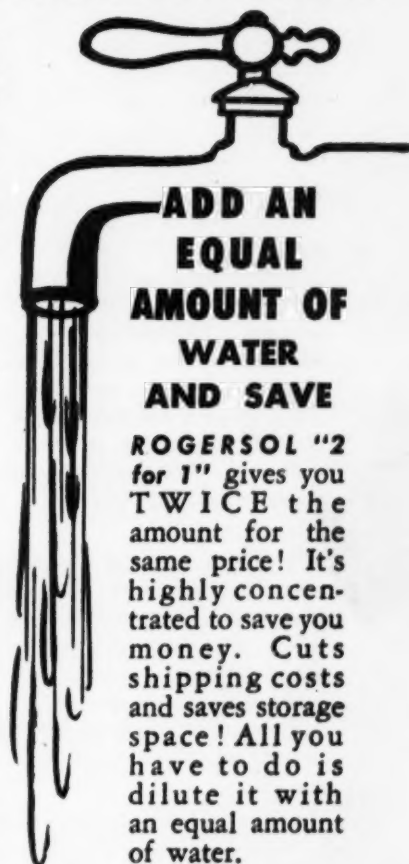
Try This Time and Money Saving Solvent

SATISFACTION GUARANTEED OR MONEY BACK

ROGERSOL "2 for 1" is the companion product to "1-2-3." The "2 for 1" roller wash is designed specifically for those who want a quality product at a lower cost.

Keep your rollers glaze-free, clean and in good condition for better printing with revolutionary ROGERSOL "2 for 1" press-wash! Order it today—without delay!

HARRY H. ROGERS CO., Inc.
5331 S. Cicero Ave.
CHICAGO 32, ILL.
PH: Reliance 5-5100



HARRY H. ROGERS CO.

5331 S. Cicero Ave., Chicago 32

Send ROGERSOL "2 for 1" Roller Wash

- ☐ 1 gal., \$9.75
- ☐ Six 1 gal. cans, \$7.75 per gal.
- ☐ 5 gal. can, \$7.00 per gal.
- ☐ 55 gal. drum, \$6.00 per gal.

Name _____

Company _____

Address _____

City _____ State _____

IMPULSE

Why does a man go duck hunting? It takes a powerful impulse to rise in the raw, cold darkness of early morning and struggle into boots and gunning clothes. Yet thousands of hunters make their way on frosty mornings to woods and waters with unbounded enthusiasm. Waiting in blinds or setting decoys, duck hunters along America's flyways can tell you to a man that their sport is worth all the effort.

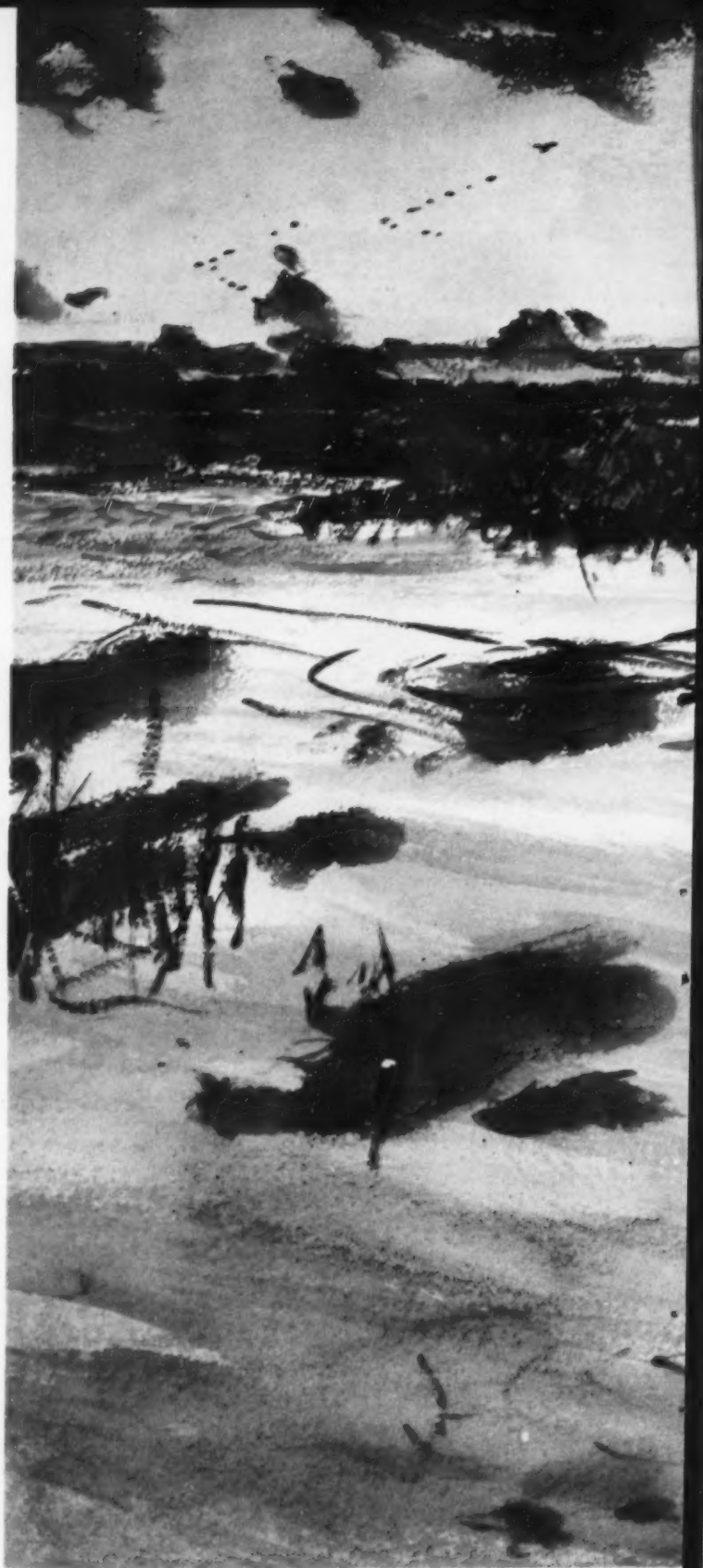
By appealing to the basic needs and impulses of people, printed advertising is a moving force in the production and use of goods. The duck hunter, for example, is interested in a sales message dealing with duck hunting goods. This message provides him with a motive to purchase when it appeals to his imagination and judgment at the same time. Printed salesmanship stimulates the vision as well as the reason of the prospective buyer of goods or services.

The pictorial appeal of advertising is augmented when fine papers kindle visual interest. Westvaco fine papers are produced by skilled craftsmen to create outstanding reproductions in every technique of printing. Printers and advertisers can select a quality paper from the Westvaco line with complete confidence in its ability to meet specific requirements.

In Westvaco Inspirations for Printers Number 197, you'll find how pictorial power creates the impulse to buy goods. This free publication features a collection of top-flight advertising illustrations, plus practical tips for using fine papers. You can obtain your copy by writing or phoning to your nearest Westvaco distributor or to any of the Company addresses you will find listed on this page.

Cover Artist

John Whorf was born in Boston in the year 1903. He studied at the Boston Museum of Fine Arts and later in Paris. Not until he visited Spain did Whorf take up water colors, the medium for which he has become most famous. At one time John Singer Sargent was his patron and teacher. In 1938 Harvard University conferred on him the degree of Master of Arts. His paintings are in permanent collections of the leading museums of this country.



230 Park Avenue, New York 17
35 East Wacker Drive, Chicago 1
503 Market Street, San Francisco 5

WEST VIRGINIA PULP AND PAPER COMPANY



WIND AT SUNRISE, BY JOHN WHORF, FROM THE MILCH GALLERIES

WESTVACO INSPIRATIONS FOR PRINTERS

197

ATF Reports Sales Up

An upward trend in orders for printing presses and equipment over the past four months was reported in August by Edward G. Williams, president of American Type Founders, Inc.

A subsidiary of Daystrom, Inc., American Type Founders is one of the world's largest suppliers of printing equipment, manufacturing letterpress, offset and rotogravure presses and foundry type.

Williams said orders for presses and equipment were running about 10 percent above expectations for the last four months with orders for June and July exceeding April and May figures. "While new orders for printing equipment are increasing, continued shipments against major defense contracts are, at the same time, reducing ATF's backlog of defense business," he said.

"Some of the new orders for printing equipment are undoubtedly due to a more optimistic economic outlook among printers. When the future looks good, that's when investments are made in capital equipment," Mr. Williams said.

"However, much of our own increase in orders can be traced to an extensive reorganization and training program in our sales department which we had started earlier in anticipation of increased competitive conditions. The stepped-up merchandising programs and the special sales campaigns which followed are getting results.

"ATF's research and development people are doing extensive work in our own laboratories and are also investigating new products and developments in the field.

"Printers are noted for making special adaptations to their equipment and, in many cases, such adaptations and accessories have a wide market. One example of this is a new control unit for regulating the water-ink relationships on offset presses, originally conceived by a Texas lithographer, and now being marketed exclusively by ATF. Several other new developments have been completed by our research and development people and are expected to be announced in the next few months."

Sales and earnings figures for American Type Founders are consolidated with the parent organization, Daystrom, Inc., which also has major operations in the electronics and furniture fields. Daystrom recently reported first quarter (April-June) earnings after taxes of \$405,767 or 65 cents per share compared with \$324,219 or 52 cents per share a year ago.

American Type Founders has plants in Elizabeth, N. J. and Mount Vernon, N. Y.

MASA Plans Convention

More than 20 panels on practical production problems will feature the convention program of the Mail Advertising Service Association International's 33rd annual convention, to be held at the Hotel Statler, Boston, Oct. 9-12.

With 150 leaders of the duplicating and mail production industry appearing on the panels, the entire field of direct mail advertising production will be explored. Subjects ranging from mimeographing, multigraphing and multilithing to automatically typing and addressing of letters and mailing pieces will be discussed.

Among leading sessions, expected to attract national attention, will be one on "The Post Office: Service or Business?" on which will appear Harry J. Maginnis, executive manager, Associated Third Class Mail Users, Inc., and William B. Henderson, executive director, Parcel Post Association, both of Washington, D. C., with Edward N. Mayer, Jr., New York, as chairman.

Wallace G. Strathern, assistant director of industrial relations, Eastern Gas & Fuel Associates, Boston, will be keynote speaker at the opening day's luncheon.

Workshop sessions will be held simultaneously, problems of small lettershops being covered in separate sessions from those of large mail producers. Among social activities will be a guided tour of historic Boston. Presentation of the Miles Kimball Award, highest honor in the field of direct mail advertising, will be made at a luncheon Oct. 12. The association annually honors the per-

son judged to have contributed the most to the field of direct mail advertising.

The M.A.S.A. Int'l convention will precede the three day convention of the Direct Mail Advertising Association, composed of mail users.

The M.A.S.A. convention is expected to attract more than 400 delegates and their wives. Paul Krupp, Los Angeles, president of the international association, will preside. General convention chairman is Andrew D'Eramo, Boston, with Mrs. Jean Watson, San Francisco, as program chairman.

Plan Show in New England

Emphasis on live machinery and new equipment was given in a statement last month by Albin R. Johnson, Tileston & Hollingsworth Co., Boston, and Lew Powers, Interchemical Corp., Cambridge, Mass, co-chairmen for the Third New England Printing Machinery Show to be held Jan. 18-21, 1955, at the First Corps Cadet Armory, Boston.

Sponsor of the show is the industry-wide committee of the Ninth Annual Printing & Publishing Week of New England, which includes seven Boston graphic arts groups and 31 other New England clubs and associations.

Announcement of the initial plans for the show was made by Robert B. Arbuckle, Wild & Stevens, Inc., Newton Upper Falls, Mass., general chairman of the 1955 Printing & Publishing Week Committee, following a meeting at Boston's Sheraton-Plaza Hotel, June 30, of the Policy Committee.

L. I. Co. Offers Employees Aid

Corydon M. Johnson Co., Inc., Bethpage, N. Y., offset and advertising concern, has inaugurated a free legal, tax, and insurance advisory service for its employees, according to an announcement made by Corydon M. Johnson, president. More than 200 employees of the firm are eligible for the free counseling service.

The services of qualified experts in legal, tax, and insurance fields will be available to advise Johnson employees without any charge or obligation.

Graphic Arts Safety Meeting Planned for Oct.

THE National Safety Council's printing and publishing section will have before it a very satisfactory report of last year's progress in accident prevention throughout the industry when the section members gather for their annual meeting during the National Safety Congress in Chicago next month.

During 1953, the latest compilation of statistics reveals, printers sustained 6.54 disabling injuries per 1,000,000 man-hours worked, as compared to 8.16 in the previous year. This frequency rate raised the printing and publishing industry from 17th place in 1952 to 14th place in 1953. The rate of 6.54 also compares very favorably with the 1953 average of 7.44 for the forty industrial groups covered by the Council report.

When accidents did happen to printers, however, they were more severe last year than in 1952. For 1953 the severity rate, meaning the time charges in days per 1,000 man-hours, was 0.46, whereas for 1952 the figure was 0.39. This increased severity rate dropped printing and publishing from 9th place in 1952 to 12th place in 1953.

Sessions of the printing and publishing section at the Safety Congress are scheduled for two afternoons, Monday, Oct. 18 and Wednesday, Oct. 20, in the lower tower ballroom of the Conrad Hilton Hotel. This insures plenty of seats, in contrast to last year's session in a small room, where some had to be turned away.

Monday's meeting at 2 p.m. will open with a review of what the section has accomplished this past year, presented by the section chairman, Peter J. Bernard, director of personnel and safety for the H. Wolff Book Mfg. Co., New York. Election of section officers will follow and the remainder of the afternoon will be devoted to a panel discussion of standardization of button controls and signalling devices on printing presses.

This is a project which has been under study for some time and for

which a tentative code has been drafted by a committee representing the National Safety Council, the Research and Engineering Council of the Graphic Arts and the American Standards Association.

Participants in the Monday discussion will be G. W. Heumann, consulting engineer, General Electric Co., Schenectady, N. Y., whose topic is "The Need For Standardization"; M. L. Prihan, chief engineer, Cline Electric Mfg. Co., Chicago, on "Standardized Controls For Publication-type Presses"; and W. H. Rouse, assistant engineering supervisor, Cutler-Hammer, Inc., Milwaukee, Wis., who will discuss "Standardized Controls For Commercial-type Presses."

For Wednesday p.m., Oct. 20, three talks are scheduled on phases of accident prevention involving guillotine cutters and flat bed presses and the matter of building safety into new or remodeled printing plants.

Olin Freedman, Chicago graphic arts management consultant, will discuss this latter subject, followed by two Eastman Kodak Co. men, Lloyd Werth and Allen L. Cobb, who will handle the guillotine cutter problem. Then, closing the session, a Miller Printing Machinery Co. man, Carl O. Siebke, chief engineer at the Pittsburgh, Pa., factory, will offer some tips on maintenance and safe operation of flatbed presses.

James D. Saul, Safety Council liaison man for the printing and publishing section, is urging section members not to neglect sending in their requests for hotel room reservations to the Council housing bureau. Registration for the annual Safety Congress usually runs well above 10,000 and hotel rooms will be scarce in Chicago during the week of Oct. 18 to 22, he warns. He also draws attention to the extensive exposition where new developments in accident prevention devices and methods will be displayed and demonstrated. Printing plant safety directors, Mr. Saul also says, will find the discussions in many of the other Congress sectional meetings

during the week of direct interest to their own immediate work.

Art Press Expands

Art Press, Inc., Chicago offset firm, observed its 25th anniversary this year by moving to larger quarters and adding, among other equipment, a Harris 22 x 34" two-color offset press. The new address, 1300 W. Harrison St., is the third since founding of the firm in 1929, Miss Claire Resnick, estimator and office manager, said. Starting in a small way at 40 S. Peoria St., the business flourished until larger quarters were needed and found ten years ago at 711 S. Dearborn St. Then came the latest move early this year to the Harrison street location and the installation of the first two-color press, to handle catalogs and other color work. Just completed at the time of this interview was a four-color process job of which Art Press seemed quite proud. David Resnick is president of the firm.

A Rutherford photo composing machine also was installed recently by The Art Press. It will handle plates up to 50 by 69".

Employees Visit Champion

The plant of Young and Klein, Inc., Cincinnati lithographers, was closed on a recent afternoon to permit all employees to participate in conducted tours of the plant of the Champion Paper and Fibre Co. in Hamilton, Ohio. The tours were preceded by luncheon in the Champion plant cafeteria.

Litho Club Appoints

Walter Kennedy, Consolidated Lithographing Corp., was appointed a member of the board of governors of the Litho Club of New York, Angelo Pustorino, club president, announced in August. Mr. Kennedy fills a vacancy created by the death of Wallace Glover.

Security Adds 2-Color

Security Lithograph Co., 200 Broadway, San Francisco, has completed installation of a Harris two-color offset press.

✓ QUICK ✓ SIMPLE ✓ EASY

✓ Low cost way to prepare
fine press plates from negatives



FotoPlate

PRESENSITIZED
LITHOGRAPHIC PLATE

See a demonstration at
the 22nd Annual Convention and Exhibit of
The National Association of Photo-Lithographers
Hotel Statler, New York City
September 22nd through the 25th, 1954
in Exhibit Booths 8 and 9
S. D. WARREN COMPANY



Ideal Roller Appoints

George Boyne (right) has been named sales representative for Ideal Roller & Manufacturing Co. in its Detroit territory, according to a company announcement. Mr. Boyne has been with Ideal Roller for several months and has completed a training program in the Chicago territory. The Detroit sales office is at 6432 Case Avenue. Mr. Boyne is a native of the state of Massachusetts and attended the University of Boston.



Godfrey Elects Two

H. Howard Colehower, vice-president of the Godfrey Roller Co., Philadelphia, has been elected to serve on the company's board of directors, and Richard C. Wainwright has been named secretary of the firm, as reported here last month.

Mr. Colehower, who has been with the company for 21 years, is sales manager for Godfrey. He was recently elected president of the Printers Supplymen's Guild of Philadelphia and is active in the Craftsmen and Litho Clubs.

Mr. Wainwright, a member of Godfrey's sales force, has been with the concern for 10 years. He is also a member of the Craftsmen Club and Printers Supplymen's Guild. William P. Squibb is president of the company and John C. Brower is treasurer.

Handbills Banned

Whether printers and lithographers will regain the business lost when the San Gabriel, Calif., City Council adopted an ordinance banning delivery of throwaway printed matter at homes will be decided by the voters at the November election. Since the ordinance went into effect some such material has been distributed, with a number of complaints to officials, but with no prosecutions to date.

L. A. Sees Die-Cutting

More than 40 members of the Los Angeles Club of Printing House Craftsmen attended a "Die Cutting Night" program and demonstration at Trinler Steel Rule Co., Los Angeles, following the regular business meet-

ing at Rodger Young Auditorium. Des Mulhall was chairman for the special program, at which several die-makers were on hand to answer questions from the visitors as to the types of rules and punches which are available or can be made to order.

Orville Dutro & Son Inc. demonstrated 10 types of rotary presses at the Los Angeles plant of Western Gear Works, for members of the Printing House Craftsmen and the Los Angeles PIA, for four days in August.

Also on display and in operation was the Dutro ColorVerte, a coloring, slitting and rewinding machine, and the Dutro Collator, a six-part roll-to-sheet collator with automatic loop control. The plant is the only one in the West producing printing presses.

Employment Up in Mont., Ida.

Official figures from the Employment Security Agency of Idaho and the Montana State Employment Service show that May, 1954, employment in printing and publishing was significantly better than for the same month in 1953.

Although such figures are not exact and are not broken down into different categories of the graphic arts, they usually indicate trends.

In Idaho, the percentage gain was greatest with a rise of 100 workers to 1200 employed in the industry in May, 1954, compared to a figure of 1100 employed in May, 1953. Montana also showed a gain of 100 from 1500 in May, 1953, to 1600 in May, 1954.

Moves Operations in Calif.

Coast Lithograph Co., formerly of East Los Angeles, recently completed a move to 208 S. Garfield Ave., Monterey Park, Calif. A Harris 22" x 29" offset press was to be delivered, making a total of three presses. Principals are Don Ostler, Ray Bruns, and Marvin Brude.

Change Company Name

John Chamberlain, Printer-Lithographer, is the new name of the Poor Richard Press, Springfield, Ore., Mr. and Mrs. John Chamberlain, new owners, have announced.

ATF Appoints van der Ploeg

American Type Founders, Inc., has announced the advancement of Jan van der Ploeg (right) from assistant manager to manager of type merchandising at Elizabeth, N. J. He will also have charge of all matters pertaining to type design.



Mr. van der Ploeg, who was born and educated in the Netherlands joined ATF in 1949 as a special representative of the Type Merchandising Dept. Since that time, he has become well known in typographic circles through personal contacts, lectures and articles written for publication here and abroad. He is a member of the Type Directors Club of New York.

Steve L. Watts, former manager, is retiring after service with ATF dating back to 1919. He will continue as consultant for ATF, residing at Skyline Bend Farm, P. O. 226, Front Royal, Va.

Wells Heads Chicago STA

The Society of Typographic Arts at its annual meeting in Chicago elected James M. Wells of the Newberry Library, that city, as president for the 1954-55 term. Mr. Wells is custodian of the Wing Foundation, an extensive reference and research collection of books on the graphic arts with rare collectors' items representing fine printed products from the beginnings of printing to the present. He is an international authority, also, on typographic art. Among other new officers is Norman L. Cram, who was elected a vice president of the Society, whose interests are devoted to advancing the art of typographic design.

Rod Devine Wins Oakland Golf

With a record-breaking attendance, Oakland printers last month celebrated their 25th annual golf tournament. There were 163 entries for the golf and more than 300 players and guests attended the dinner and entertainment program which followed.

Winner of the Class A was Rod Devine with a handicap of 25 for a net of 66. He was followed by Ross Hall and Roy Madsen, tied with a low net of 70.

In class B, John Derry took first with a net of 68, trailed by Frank Burke's 71 and C. E. Davidson's 73.

Seamol Flanol

seamless Jomac coverings fit dampener rollers like a glove



Both are STRETCH-TESTED

● Pressmen: Want drum-tight roller fit? Then strip the sewed (and possibly twisted, wrinkled and sagging) coverings from your dampener rollers. Next, slip fresh Jomac covers over the rollers—white SEAMOL on top, tough FLANOL underneath.

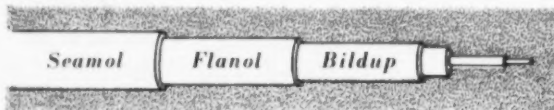
SEAMOL and FLANOL are stretch-tested—on a unique stretch-testing device. Material that doesn't meet the high standards is discarded. Stretch-testing insures a snug fit every time.

SEAMOL insures perfect moisture control. The absence of seams makes for even distribution of fountain solution . . . no flooding or dry patches. SEAMOL not only outlasts other coverings, but saves the time you'd otherwise spend adjusting sewed dampeners.

Break dampeners in and keep them clean with a Jomac Roller Cleaner

In knit wool FLANOL, you have a resilient undercovering that *will not mat down*. And its springy loop-pile construction makes it highly water retentive at the same time.

SEAMOL and FLANOL are packed in dust-free, center-opening cartons, approximately 25 yards to a box. SEAMOL and FLANOL are made for finished roller diameters of 1" to 6". Order your supply of SEAMOL and FLANOL today from your distributor.



Odd size roller diameters? Order Jomac's BILDUP, a thin net tubing that "fills out" dampener coverings to correct diameter. Build-up per layer, 1/32" to 1/16".

JOMAC Inc.

PHILADELPHIA 38, PA.

P.I.A. Breaks Ground in L. A.

Erection of a \$50,000 headquarters building for the Los Angeles PIA is underway following groundbreaking ceremonies participated in by representatives of the 430 Southern California graphic arts firms in the organization. Location of the new building, a two-story structure, is 1434 W. 12th St.

Among those participating were county supervisor John Anson Ford, PIA president Peter S. Fry, actress Sally Kerns, PIA manager Henry Henneberg and Building Committee Chairman Ace Adams.

"This occasion," President Fry said, "marks a great stride forward for PIA and will allow the association to increase its services to members." Supervisor Ford commended the industry for the unlimited career opportunities it offers young men and women. The building will be completed before Christmas.

Membership of the Los Angeles PIA has climbed to an all-time high, with a membership of 430 firms, according to Mr. Henneberg. Peter S. Fry is president.

Honolulu Litho Head Dies

The president of the Honolulu Lithograph Co., a long-time newspaper man in the United States and Hawaii, died June 19 at his office in Washington, D. C., his birthplace. Joseph R. Farrington, 56, was well known as a Hawaiian statesman, in addition to being prominent in the publishing field.

Because of his wide popularity as Hawaii's delegate to Congress for nearly 12 years, a memorial service held June 23 at Washington's National City Christian Church drew 60 congressmen, representatives of all branches of the Federal government and members of Washington's diplomatic corps.

Ball Game Raises Fund

Southern California printers will attend their second annual Printing Industries Baseball Night this month at Gilmore Field in Hollywood, with proceeds from the event going into a special fund for International Printing Week. Opposing teams are

the Hollywood Stars and the San Diego Padres, first and second in the eight-team Pacific Coast League race. Fred Lawton, immediate past president of the Craftsmen, is in charge of the event. Last year a sizable sum from the enterprise helped finance the 1954 Printing Week program.

L. A. Gets Printing Courses

A four-year printing management course is included in the curriculum of several West Coast Colleges this fall, answering long-standing requests from graphic arts men in the area.

The new curriculum will utilize facilities of Los Angeles district junior colleges and the State College. First

two years of prerequisite courses will be handled in the junior colleges, with the upper division work being given at Los Angeles State College.

Under the "work-study" program, printing management students will receive credit for supervised, paid, part-time work in front-office jobs in Los Angeles area printing plants, with the latter participating in this phase of the program. Under the arrangement, college-trained men will meet a current and future need for properly trained executives in the industry. Leaflets are now being produced by the Los Angeles PIA to be made available to prospective students. A catalog will be provided in the fall with full details of the courses and class descriptions.

THE NEW

Miehle 17

LITHOPRINT

- POSITIVE FEEDER
- ACCURATE REGISTER
- FAST PLATE CHANGE
- PULL-OUT INK FOUNTAIN
- SIMPLIFIED CONTROL PANEL

REVOLUTIONARY DAMPENING

THE MIEHLE-FOUNT This revolutionary water control system eliminates dampening rollers. Ink rollers simultaneously supply ink and moisture to the plate in correct proportions to insure proper printing conditions. Constant color is maintained and the plate remains clean throughout the run.

Don't delay! Send for the folder which describes this newest member of the Miehle Offset Family.



Sheet Size 14 x 20"
Design Size 13 x 17 1/2"
Speeds up to 8000

MIEHLE PRINTING PRESS AND MANUFACTURING COMPANY
Chicago 8, Illinois

Accentuate the Negative

... as well as the positive — both halftone and line! Cramer's new **ReproGraphic Ortho film**, enthusiastically accepted by leading lithographers throughout America, has just what it takes to make halftone negatives and positives with extremely sharp dots, and line negatives and positives requiring absolute opacity.

If you are not yet using **ReproGraphic Ortho film**, try it alongside your present brand. Compare these proven advantages:

ABSOLUTE OPACITY—Black is black. Light penetrates only where *you* want it to, for "burning in."

HIGH CONTRAST — Extremely fine grain emulsion affords high resolving power, clearest possible line reproduction.

UNUSUALLY SHARP DOTS — Hard core ideally adapted to dot etching.

HIGH ORTHOCHROMATIC SENSITIVITY — Faithfully records a wide color range. Wide safelight factor. Easy to handle.

WIDE DEVELOPMENT LATITUDE — Affords precise control and exposure compensation, cuts reshooting time and cost.

UNIFORMITY — Stable emulsion, produced to exacting standards, does not vary.

LOW-SHRINK SAFETY BASE — Flexible acetate, resists curling, dries flat.

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Litho Club

NEWS

Rochester Plans Program

Fall programs of the Rochester Litho Club were announced last month as the club prepared to resume its regular monthly meetings. In September, Syl Hall of Eastman Kodak Co. was scheduled to speak on "Photo Lithography of the Future." The meeting was to be at Lorenzo's.

Representatives of Printing Developments, Inc., Springdale, Conn., are to be on hand at the club's October meeting to discuss the Springdale Lithure multi-metal offset plates.

In November, representatives of Miehle Printing Press & Mfg. Co. will present a program on offset presses, and William J. Stevens, Miehle's eastern offset manager, will be moderator. The club's Christmas party has been set for December 11 at the Hotel Seneca.

Carl F. Goerbing, Rochester Folding Box Co., heads a slate of new officers which took over at the September meeting.

Dallas Holds Picnic

The Dallas Litho Club held its annual picnic on August 21 at Vickory Park. The program included baseball, bingo, dancing, and a barbecue with sports and activities for children.

The club is organizing a class in color separation for the fall, and details were to be worked out at the September meeting.

Cincinnati Club Resumes

Members of the Cincinnati Litho Club were to resume their monthly dinner meetings Sept. 14 at the 11th Frame Cocktail Lounge, with announcement of committees for the coming year scheduled to be made by president William E. Staudt, Jr. The

club's board of governors held a business meeting in late August, when plans for the coming season were discussed, and reports were submitted on the successful annual picnic on Aug. 7.

Boston Names Committees

George N. Nicholaides, Acme Printing Company, Boston Litho Club president, appointed the following committee chairmen recently:

Program Committee: William S. Law, New England manager, Interchemical Corp. (IPI), Cambridge, Mass.

Membership Committee: William F. Mason, superintendent, camera department, Forbes Lithograph Co., Chelsea, Mass.

Special Functions Committee: Willard K. Joyce, New England manager, Miehle Printing Press & Mfg. Co., Boston.

Reception Committee: Joseph J. Ulrich, sales representative, Pitman Sales Co. of New England, Boston.

Policy & Finance Committee: Albert M. Smith, owner, Smith & Welsh, printers, Boston.

Publicity Director: F. Burt Reed, sales representative, W. Oliver Tripp Company, Boston.

Detroit Entertains Ladies

Ladies Night was planned as the main event for the Detroit Litho Club's September activities. The annual affair was to be held September 9 at Carl's Chop House. This was to replace the regular educational meeting for the month.

The club has appointed Erwin Jaffe, Calvert Lithographing Co., as educational committee chairman. He formerly was assistant educational director of the Lithographic Technical Foundation in New York.

LITHO CLUB GUIDE

BALTIMORE

Clarke J. Fitzpatrick, Jr.
36 East 25th St.
Baltimore 18, Md.

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Thomas J. Cain, Secy.
Hub Offset Co.
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BUFFALO

Vic Reich, Secy.
33 Eiseman Ave., Kenmore 17, N. Y.

CANTON, Ohio

Jack R. Reinart, Secy.
1012 Maryland Ave., S.W., Canton

CHICAGO

James Ludford, Secy.
216 N. Clinton St., Chicago 6, Ill.

CINCINNATI

Ralph Eckard, Secy.
Nielsen Litho. Co.
4142 Airport Rd.
Cincinnati 26, Ohio

CLEVELAND

Milton Cornman, Secy.
IPI
1325 W. 73 St., Cleveland 2

CONNECTICUT VALLEY

Leslie E. Phillips, Secy.
N. Maple St., Hazardville, Conn.

DALLAS

E. D. Malone,
Southwest Printing Co.
Dallas, Tex.

DAYTON

Doug Webb, Secy.
3410 N. Main St.
Dayton, Ohio

DETROIT

John Murphy, Secy.
13110 Santa Rosa, Detroit

HOUSTON

Chloe Lee Nallett, Secy.
2104 Wichita, Houston

MILWAUKEE

Dick G. Krekel, Secy.
5720 W. Thurston Ave.
Milwaukee 16, Wis.

NEW YORK

Leonard E. Adams
40-42 Hartley Place
Fairlawn, N. J.
Meets 4th Wednesday, Building Trades Club

ONTARIO

Robert Elgie, Secy.
R. G. McLean, Ltd.
26 Lombard St., Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street, Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada.

ROCHESTER

Roy Bippes, Secy.
Box 401, 87 Pleasant Ave., Pt. Pleasant, N. Y.

ST. LOUIS

Neil McGowan, Secy.
Missouri Ptg. & Engr. Co.
3160 Easton, St. Louis

TWIN CITY

Ed. Sorenson, Secy.
1820 Columbus
Minneapolis

WASHINGTON

Dave Fell, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

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Chicago Resumes Sept. 23

The Chicago Lithographers Club scheduled resumption of its monthly educational sessions for Sept. 23, at Toffenetti's Monroe Street restaurant. Lithographic art preparation problems was to be the subject of the fall's first program, with Richard Long, art director of the S. Fredrick Anderson Studios, Chicago commercial art agency, as speaker. Mr. Long's subject as announced in advance by Club President Ralph Graham of Continental Can Co., will be "Everybody Wants To Be An Art Director." This wording, Mr. Graham said, was determined on to draw attention to the importance of having a professionally trained artist in charge of the litho shop's art work. Mr. Long's talk, he said, would emphasize the economic advantages of an experienced art director at the helm in every lithographic enterprise.

The Chicago Club's October meeting, Mr. Graham said, will probably deal with metal decorating, although no definite commitments had been made at press time.

The Chicagoans' annual golf party at River Forest Country Club, Aug. 26, exceeded all expectations of the entertainment committee, which had announced well ahead of time that it would be held "rain or shine." So it poured all day on the previous day and up to noon on the big day.


"Every hole was a water hole," as Pres. Graham expressed it, and a lot of the would-be golfers who teed off at noon wished more than once that they had thought to bring along hip-high wading boots. Jack Stout of the Samuel C. Stout Co., printing machinery firm, took low gross.

Despite the unpleasant weather 155 lithographers and supply house representatives turned out for the party, this being the largest crowd ever to attend this Chicago Club affair.

After the necessary removal of mud in the club house locker room, the day's discouragements were soon forgotten in the dining room, where an exceptionally fine dinner was served, which included barbecued shrimp or chicken, corn on the cob and watermelon.

Mr. Graham and Willis B. Perry

of Offset Platemaking Service, and chairman of the entertainment committee, presided at presentation of the 35 prizes for different honors taken during the day. In an auxiliary raffle the grand prize of a Polaroid camera went to Jim Poelca of Casper's Tin Plate Co.



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Twin City Hears Gillingham

C. L. Gillingham of the Chemical Div., Harris-Seybold Co., addressed the Twin City Litho Club at its August 5 meeting at the Criterion Cafe. He discussed quality control in the manufacture of lithographic chemicals, and was assisted in slide illustrations by George Adams, also of the Harris company.

The club's next meeting was to have a talk by Rudy Gadjos of Sinclair & Valentine Co., speaking on platemaking.

Two new club members were announced: Robert L. Copess, Reproduction Service, Minneapolis; and Charles Wickman, John Leslie Paper Co., Minneapolis.

Cleveland Meets Sept. 23

Cleveland Lithographers will get back into the swing of fall activities Sept. 23 when the Litho Club holds its first meeting of the season, with the Ad Production Club as host.

A panel discussion on coordination of lithography and advertising will be featured.

N. Y. to Hear Perry

After a club outing planned for Franklin Square, L. I., Sept. 11, members of the New York Litho Club are looking forward to the first fall meeting, Oct. 28, when Ren. R. Perry will address the group.

Mr. Perry, vice president for sales of Harris-Seybold Co., Cleveland, will speak to the group at the Building Trades Club, 2 Park Ave. He will make some predictions about the future of the litho business in a talk titled "Where Do We Go From Here?"

Mr. Perry has had more than 25 years of experience in the graphic arts industry. He joined Harris in 1926 and was elected vice president two years ago. He had previously left the company in 1938 to operate his own printing machinery firm in Chicago and had rejoined Harris in 1944.

Phila. in Color Session

"Basic Concepts of Color" will be the topic of discussion Sept. 27 when members of the Philadelphia Litho Club resume activities for the 1954-55 season. Robert D. Schultz, of Eastman Kodak Co. will give the talk. Also featured at the dinner meeting in the Poor Richard Club will be a showing of the Harris-Seybold film "A Better Run for Your Money."

Nomination of officers for the new term also will be made at the meeting, according to J. Leonard Starkey, Edward Stern & Co., president of the club.

The annual picnic was to be Sept. 18 at Valley Forge Country Club, with golf, softball and other sports planned.

Mr. Starkey said tentative plans for a distinctly new and different program for the October meeting have been made. The president wouldn't elaborate on plans for the meeting, to be held Oct. 25, but said vice president Steve Rubenstein, of Colorcraft Litho plate, and his committee are arranging to present an excellent speaker "who will have the club members going away talking to themselves."

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160 at Conn. Outing

Over 160 men attended the annual outing of the Connecticut Valley Litho Club, August 21 at Turner Park, Longmeadow, Mass. Men from Massachusetts won the annual ball game between their state and Connecticut. Other events included golf driving, egg throwing, horse-shoes and other sports. A clambake topped off the program. Several visitors from the Boston Litho Club attended.

The Connecticut club's opening fall meeting is planned for October 1 at the Bond Hotel, Hartford. Walter Dulak, Sinclair & Carroll Co., is president of the club.

Balt. Plans Fotosetter Night

Intertype Corp. is to present the opening program as the Litho Club of Baltimore resumes its fall meeting September 20. The program will deal with the operation of the Fotosetter, which sets type photographically. Meetings are held at the Stafford Hotel.

The October 18 meeting will include the annual election of officers in addition to a regular educational program. A trip to Glatfelter Paper Co., Spring Grove, Pa., is tentatively scheduled by the club for Friday October 8. Nat Gamse, Gamse Litho Co., is president of the club.

101 at N. Y. Guild Outing

Attendance topped 100 by one at the annual golf outing of the New York Printers Supply Salesmen's Guild, held August 26 at North Hempstead Country Club, Long Island. John A. Nicholson, advertising manager of *Modern Lithography* won low gross score with a 74. Second low gross winner was Lou Hill. Art Tarling, Willmann Paper Co., won honors for hitting a ball closest to the pin. Robert Slocum, a guest, won the longest driving award, and Fred Finlay won the set of matched irons. A steak dinner followed the golf. Bud Walsh, Sinclair & Valentine Co., was general chairman.

Blattenberger Booked on Coast

Hon. Raymond Blattenberger, public printer of the United States, has accepted an invitation to be the main speaker at the 1955 celebration of Printing Week in San Francisco. Date of his appearance has been tentatively set for a banquet to be held on the Saturday night preceding the official opening of Printing Week.

Mr. Blattenberger also was scheduled to address the Oregon Printing Industry meeting to be held Sept. 13 at the Beson Hotel, Portland. William

H. Walling, vice president of Printing Industry of America also planned to attend.

Gelb Moves to New Plant

Jos. Gelb, Co., graphic arts equipment manufacturer, last month moved into a new building at 52 Arlington St., Newark, N. J. The company makes vacuum frames, arc lamps, color cameras, layout and stripping tables and many other types of equipment.

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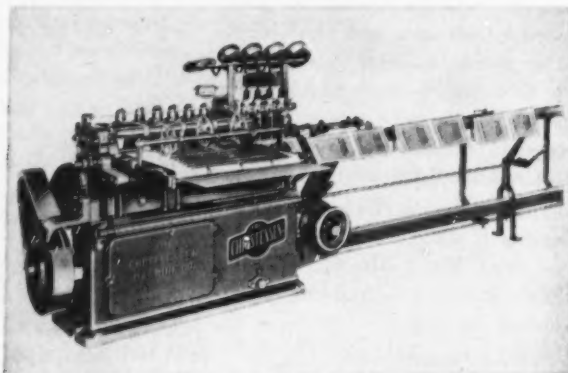
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Butterick Appoints

Anthony Chila has been appointed assistant superintendent of the photolithography department of the Butterick Company in Altoona, Pa. He formerly was foreman of the plate-making department.

Engravers to St. Louis

The American Photoengravers Association will hold its 58th annual convention and exhibition in St. Louis Oct. 11-13. It will be in the Jefferson Hotel.

Greeting Card Firms Restrained

Four greeting card manufacturers were ordered by a Federal Trade Commission examiner last month to "stop combining or conspiring to fix prices." Examiner Frank Hier said the companies entered into a price-fixing agreement in 1948 in the face of rising postal rates.

The companies named were Artistic Card Publishing Corp., Elmira, N. Y.; Chilton Greetings Co., Boston; Doehla Greeting Cards, Inc., Nashua, N. H.; and White Plains Greeting Card Corp., White Plains, N. Y.

Liquor Adv. Bill Dropped

The Bryson bill, which would ban interstate liquor advertising, was dropped by the House interstate commerce committee before Congress adjourned last month. However, the committee directed that the radio and television industries submit a report by January 1 showing what self-regulatory steps they have taken to eliminate what the committee felt was objectionable advertising of alcoholic beverages.

Jess W. Rolland Dies

Jess W. Rolland, co-owner of the R. E. May Co., Cleveland platemakers, died suddenly at his home Aug. 12. He was 45.

Mr. Rolland had been part owner of May since 1939. He previously had been associated with the Schmitz-Horning Co. He and his wife, Edith, had celebrated their 20th wedding anniversary the day before his death.

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Heads Byron Weston

Byron Weston Co. has announced the selection of Robert Crane (above) as executive vice president. He will be in charge of the company for the term of the late president, Hale Holden, who died on June 30. Mr. Crane joined the organization of the Dalton, Massachusetts paper mill in 1929 as a salesman and for many years was in charge of the New York office. He became sales manager, and later the same year was elected director and secretary of the company. In 1942, Mr. Crane became vice president in charge of sales.

Byron Weston Company, one of the nation's oldest and best known paper mills, has been in continuous operation since 1863 as makers of rag content bond, ledger and index bristol papers and related specialties.

Chicago School Under Way

The Chicago Lithographic Institute started its ninth year of operations during the week of Sept. 13 with every one of its various training classes filled to their limit. Advance requests for enrollment in the new series of clinics for craftsmen at the journeyman level were so numerous that the board's screening committee was forced to disappoint many applicants. This course will be repeated during the second semester, starting next February, Al Brown, general manager, announced.

During the summer the task of revising the instructors' manuals was carried forward and the new up-to-date guides were put into use with the opening of the fall program. Practical experience gained during the forthcoming year may warrant further revision, Mr. Brown said, but by the fall of 1955, he thought these manuals should be in more permanent shape, until, at least, later technical developments call for additional changes.

During the vacation period two new pieces of badly needed equipment were installed, these being an M. & K. and a Colwell contact light printing source for the dark room. Further additions to facilities will be deferred until the school moves next fall to its new location in the building Local 4, ALA, is erecting at Ashland Blvd. and Adams St.

Bruno at Fort Belvoir

Lieutenant Colonel Michael H.

Bruno recently completed two weeks active reserve duty at The Engineer School, Fort Belvoir, Va. Colonel Bruno is the research director of the Lithographic Technical Foundation in Chicago.

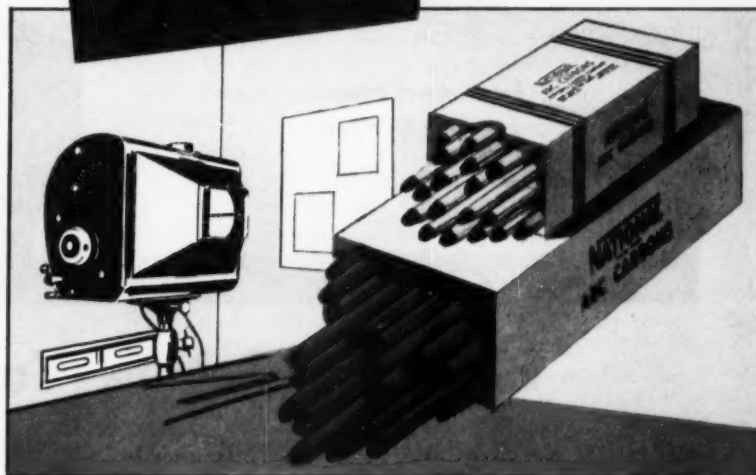
While serving his reserve duty at Fort Belvoir, he lectured and taught lithographic research methods to men of the Engineer Map Reproduction Branch. He also observed and reviewed The Engineer School methods of instruction.



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An Invitation

WE extend a cordial invitation to lithographic employers and their supervisory help and craftsmen to be our guests at the 22nd Annual Convention of the NAPL to be held in the Hotel Statler, New York, N. Y., September 22nd to 25th. You need not be a member to attend this workshop convention. You will find the program printed elsewhere in this issue of ML. It deals with every phase of lithography. These forums on selling, production and management are set up so that everyone can enter into the discussion. Many a convention guest picks up in NAPL bull sessions ideas which pay big dividends.

Many guests consider our convention time as a holiday for the family. While the men are in the workshop, the ladies are enjoying a Cruise around Manhattan Island, a Cocktail Party or are taking in a matinee. She will get a big kick out of shopping in Woolworths, J. Thorpe or Bergdorf Goodman. Both of you may want to enjoy eating in Greenwich Village where the waiters sing, or in the "21 Club" where the patrons sing (when they get their bill). Some guests have been known to start out in the evening for dinner, theatre and night club and have ended up by seeing the police line the next morning.

You and your keymen will find those who sell machinery and supplies most willing to show you what's new. Present convention plans include having your home baseball team (Milwaukee and Cleveland fans please take notice) struggle down the line in the New York Stadiums while you look on.

Yes, this will be the biggest lithographic show on earth! We sincerely believe you can have a swell time and pick up a raft of worthwhile ideas. Step right up and buy yourself a ticket—it's going to be something!

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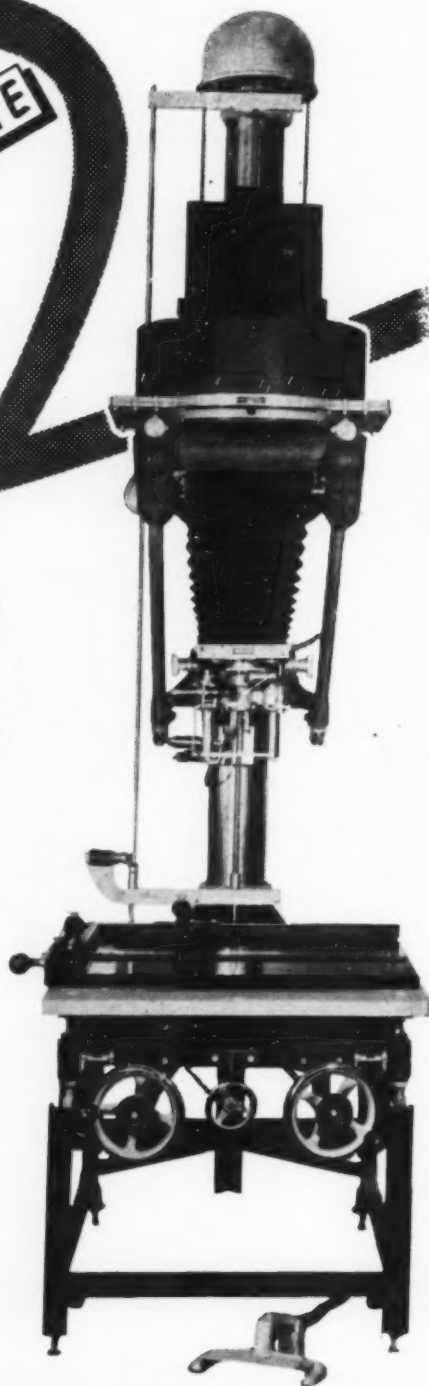
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BE SURE
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WHEN IN
NEW YORK

Variety of Organizations Serves the New York Litho Industry

Here is a round-up of five of the offset
and related organizations in this area



Philip D. Smit

Met. Lithographers Assn.

THE Metropolitan Lithographers Association is the union shop (A.L.A.) employers' group of the New York Metropolitan area, and negotiates the group contract with the Local No. 1 of the Amalgamated Lithographers of America (CIO) for its members. This contract sets the pattern for all A.L.A. union shop labor contracts in the area. The officers of the MLA are: president, Philip D. Smit, Lutz & Sheinkman; vice president, George Schlegel III, Schlegel Litho. Corp.; and treasurer, George C. Kindred, Kindred, MacLean & Co. Henry C. Latimer is executive director, and Daniel Arvan is director of labor relations and legal counsel. The association offices are located at 33 West 42nd Street, New York.

This association was established in

1935 and previously was named the Eastern Lithographers Association. Its membership is made up of about 70 lithographic plants and trade plate-makers.

The major function of the association is in the field of labor relations and in the proper execution of the union contract, as well as in its negotiation.

The MLA association also maintains an employment bureau for members to supply personnel not covered by the union contract, a credit information service, cost accounting service, a group waste paper sales plan, and lithographic hourly cost rates.

The Lithographic Information Bureau was recently established by the Association for the benefit of buyers and users of printing, with an industry promotion program scheduled for the fall. A series of clinics on production for selling will be held in the fall for members' sales and production staffs. Monthly dinner meetings with speakers on new developments and current problems are a regular feature of the association's activities.

Litho Club

ONE of the leading lithographic organizations in the New York area is the Litho Club, which also ranks as the first such club to be formed in the U.S. Now in its 48th year, the Litho Club carries on an educational and social program for supervisory personnel in lithographic plants.



Angelo Pustorino

Angelo Pustorino of Daniel Murphy & Co. is president of the Litho Club at the present time. Other officers are vice president, P. Donald Rovegno, Sweeney Lithograph Co.; secretary, Leonard Adams, Oberly & Newell Lithograph Co.; and treasurer, John Collison, Niagara Lithograph Co.

Present members of the board of governors are: Jacques Tisne, Schlegel Lithographing Corp.; Rene Daubenhis, Offset Engravers Associates; Daniel Ford, Peter J. Mallon, Inc.; Oscar Falconi, Daniel Murphy & Co.; Joseph Rauscher Jr., American Colortype Co.; Joshua Kempner, Parish Press; Philip Quartararo, Kindred MacLean & Co.; Maurice Welt, Crafton Graphic Co.; and Walter Kennedy, Consolidated Lithographing Corp. Arthur Tarling, Willmann Paper Co., is an associate board member.

The club's regular monthly meetings are held the fourth Wednesday

announcement

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of each month at the Building Trades Club, 2 Park Avenue. No meetings are held during the summer months.

The September meeting this fall, is in the form of the annual outing planned for Saturday, September 11, at the Platte Deutsch Park, Hempstead Turnpike, Franklin Square, Long Island. Regular meetings are to be resumed in October.



Kurt Heinrich

Young Lithographers

THE Young Lithographers Association of New York lists in its membership roster many of the younger production and sales executives of offset firms in the New York area. Meeting on the second Wednesday of each month, October to May, at the New York Advertising Club, programs usually are on non-technical subjects pertaining to lithographic operations.

Kurt Heinrich, D'Arcy Printing & Lithographing Co., now is serving his second one year term as president of the association. Maxwell Friedman, Consolidated Lithographing Corp., is vice president; Erwin Bielitz, American Colortype Co., secretary; and Theodore Fenn Jr., Fenn & Fenn, treasurer.

Members of the board of governors are: Jack Dubin, Schlegel Lithographing Corp.; Richmond Vanden Heuvel, Trautman, Bailey & Blampey; Robert Lewin, Brett Lithographing Co.; Robert P. Long, *Modern Lithography*; Richard Fenn, Fenn & Fenn; and Peter Shanley, Sweeney Lithograph Co.

The association was formed at a meeting on December 3, 1937 by representatives of about 20 lithographing companies. It was an outgrowth of informal meetings among younger men in the industry who felt a need for an organization for the exchange of ideas and information among junior executives. The program was to be educational, centering on all matters which pertain to the successful operation of the lithographic business, including management, estimating, production and sales.

The opening meeting of the fall season is planned for Wednesday evening, October 13 at the Advertising Club. Meetings are at 6:30 and include dinner.

Supply Salesmen's Guild

WITH a record going back to 1912, the Printers Supply Salesmen's Guild of New York ranks as one of the New York area's well-established and going graphic arts organizations. The Guild is composed of men who are connected with graphic arts equipment, supply and service firms, and includes in its objectives the improvement of services furnished to lithographers and printers.

Joseph A. Avery of Ideal Roller & Mfg. Co., is president of the Guild. Other officers are Roy Sandvik, Vandercook & Sons, Inc., vice president; Art Olney, Harris-Seybold Co., Inc., treasurer; Geo. Walsh, Jr., Sinclair & Carroll Co., Inc., financial secretary; William Herbert, Herbert Products, Inc., recording secretary; Meyer F. Lewis, A. F. Lewis & Co., of N. Y., Inc., historian; and Neil Atwater, Mergenthaler Linotype Co., Myron Jonas, Myron Jonas Co., Fred Pinkerton, Reinhold-Gould, William H. Pollock, Federated Metals Div., and Ed. Zimmer, Zimmer Printers Supply Co., Inc., directors.

Meetings are held the second Thursday of the month at the New York Advertising Club. The next meeting is October 14 when Bob Considine of International News Service, a TV commentator, will speak.

Each spring the Guild holds a weekend for members and their wives at Asbury Park, N. J. Two years ago the Guild's only living charter member was honored on this occasion. He is Walter Robbins, of Lewis Roberts, Inc.



Joseph A. Avery

Craftsmen

A LITHOGRAPHER currently is president of the New York Club of Printing House Craftsmen — Edward Blank of Rogers-Kellogg-Stillson. This club is the oldest in the International Association, having been founded in August, 1910.

Membership in the New York club was at 622 as the fall season got under way with the opening meeting September 16. Donald E. Cooke, author of a new book "Color by Overprinting," was to address the club and discuss and demonstrate techniques shown in the book.

Regular monthly educational meetings are held on the third Thursday of each month at the Building Trades Club, 2 Park Avenue, with the exception of the summer months.

In addition to Mr. Blank, who is now serving his second term as head of the New York club, other officers are Harry Flowers, Flowers Color Photo Composing Lab., first vice president; Kendal Slade, Densen Banner Co., second vice president; David R. Perazzo, C. J. O'Brien, Inc., treasurer; and Louis Van Hanswyk, Morris & Walsh Typesetting Co., secretary.

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Edward Blank

Announce N. Y. Courses

Two of the evening educational courses of New York Employing Printers Association, Inc., which start the week of October 11, are shaped expressly to interest key men and office workers in the lithographic field.

The course in Estimating Offset Lithography will be taught by John O. Collison, who has had 22 years experience in lithographic estimating, purchasing, and production. Mr. Collison is connected with Niagara Lithograph Co. He was formerly with American Lithographic Corp., Rode & Brand, and Stecher-Traung Lithographing Corp.

This course, with one session every Friday evening 6:00 to 7:45 for 20 weeks, is offered primarily for those who have had practical experience in the lithographic field. Estimating actual jobs in black and white and color, under individual supervision, will feature each step of the course. Specialists in binding, mounting and finishing, and paper will lead discussions in some sessions.

The course in Elements of Offset Lithography will be taught by Frank Stockinger, Jr., president of Stockinger and Langbein Photo Litho Corp., who has had 29 years experience in mechanical and managerial branches of lithography.

This course, with one session from 6:00 to 7:45, and a second session from 8:00 to 9:45 every Monday evening through 20 weeks, has been one of the most popular of the association's courses. Included in its classes

have been both principals, taking it as a refresher course, key men who have wanted to broaden their practical understanding of the process, and beginners in the lithographic field.

Other courses to be given by the association are Advertising Typography, Advanced Typographic Design, Advertising Layout and Typographic Design, Cost Accounting for Printers and Lithographers, Elements of Printing and Printing Processes, Financial Management for Profit, Paper and Paper Making, Planning Production for Profit, Proofreading, Revising, and Copyreading, and Selling Printing for Better Business.

General enrollment for all courses will start Monday, September 27 and will continue until the classes are filled. Application must be made in person at the Association's headquarters — 461 Eighth Avenue (34th Street), New York.

Scharffenberger VP

John F. Scharffenberger has been appointed vice president of Daniel Murphy & Co., New York trade platemakers, the company announced in August. Mr. Scharffenberger joined the company about 1½ years ago. For many years prior to that time he was with Swart-Reichel, Inc. He also has been active for many years in the Litho Club of New York, having served as a board member for several terms. In his new post he will have responsibilities in sales and management.

Geller Joins York

William T. Geller formerly production manager of Hanly, Hicks & Montgomery, Inc., New York advertising agency has joined the sales staff of York Litho Company, New York. He will promote the firm's "YorKolor Process," an exclusive development in full-color reproduction.

Election Lists May Be Offset

Broome County, N. Y., officials have decided to permit offset printing of voter registration and enrollment lists, over objections of AFL printers.

Bids for the 1954 registration lists for the Triple Cities will be opened under a new set of specifications by the Board of Elections.

The specifications provide that the lists "can be run either offset or letterpress method, type-setting by typewriter or linotype."

In the past, the lists have been printed only by the letterpress method. Recently, representatives of several firms, including International Business Machines Corp. and Remington Rand, Inc., have suggested that costs would be cut through a switch to offset printing.

Leaders of Binghamton Local 232 AFL International Typographical Union, and the Allied Printing Trades Council regarded the proposal as threatening a loss of work for union printers. They also told county officials that supposed savings of the switch had been over-estimated, that offset printing would provide an inferior product and that the cost of letterpress could be reduced with changes in format and other innovations.

Objects to Court Test

The report of the Temporary Commission on the Courts (New York) which recommends elimination of the requirement that records and briefs on appeal be printed, and which prompted the experimental optional use of alternate methods of reproduction to be started September 1 in the Appellate Division, Third Department of the Supreme Court, contains statements and claims which are not in line with current operations, and overlook completely many fundamental service requirements of law printing, according to a statement issued August 23 by the New York Employing Printers Assn.

Because the commission's report is so far out of line, the association stated that it has in preparation its own full detailed report on costs and service requirements of legal printing, which will be made available to all interested parties.

The report, said Don H. Taylor, president of the association, will put in proper focus the claims of the Temporary Commission on the Courts that substantial sums of money can be saved litigants through the use of mimeographing and other alternate methods of reproduction.

Booklet Gives Paper Costs

Newest title in The Lindenmeyr Library of Print Shop Helps, "Quick Paper Cost-Finder," listed as book Number 6 in the series, has just been issued. It is a companion "help" to "The Lindenmeyr Work Book for Paper Buyers."

The cost-finder provides prices-per-1000-sheets at a glance. All the popular-sized printing papers—8½ x 11 to 44 x 64—are prefigured in ¼-cent-per-pound units from 12 cents to 50 cents. Papers included in the presentation are bonds, ledgers, mimeo duplicator, writing, vellum, coated and uncoated book, offset, text coated-1-side, label, cover, text-cover, index, printing bristol and postcard.

The net result of these calculations, developed by Henry D. Gold, is a reference book designed to speed estimating time.

Copies of "Quick Paper Cost-Finder" are available from Henry Lindenmeyr and Sons, 480 Canal Street, New York 13, or from Lindenmeyr branches in Newark, Trenton, Hartford and New Haven. Cook-

Vivian-Lindenmeyr Co., Inc., at 354 Congress Street, Boston, will also provide copies.

Macaulay Starts World Tour

Donald Macaulay, president, Paper Quality Control, Chappaqua, N. Y., started a 'round-the-world consulting tour last month. Mr. Macaulay's first stop was to Japan where for the first eight weeks he will install a pilot installation of statistical techniques in the Dai Nippon Printing Plant as well as at the Jujo Paper Mills.

At the same time Mr. Macaulay will conduct company seminars on the application of statistical quality control. Following a two-week trip through the orient, he will give a series of company seminars in large printing and publishing firms in Europe, starting in Italy in November, where he will have a three-day meeting in Milan.

Subsequently he will give additional company as well as semi-public graphic arts seminars on statistical quality control in France, England

and Sweden. He anticipates returning home the latter part of November.

Uptown Forms Company

Uptown Paper & Envelope Corp. has announced the formation of "the williamhouse," located at 570 River Avenue, New York 51, N. Y. In a modern one level plant, this new concern will manufacture and distribute converted items to paper merchants on a national level. All lines formerly converted by Uptown will hereafter be manufactured by "the williamhouse." Henceforth, Uptown Paper & Envelope Corp. will operate solely as a paper jobber in New York City.

In making this announcement, Saul Olzman, president, stated that the growth of the business has made the present location inadequate to do the complete job efficiently. "We feel that by separating our converting facilities and our storage and sales of fine paper, we are achieving greater operating efficiency," he said.

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Code of Ethics

THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

For More Honorable Competition

Recognizing the fact that in the conduct of our business no individual or concern in any community can act regardless of his neighbors and competitors, and that while the spirit of competition has been so deeply imbedded in the human heart and so keenly sharpened by the methods of everyday life as to cause it to enter into and influence every transaction, but at the same time believing there are methods of competition which are clean, honorable and legitimate, whereby we can compete without wrangling others and without demoralizing the business in which we are engaged, this Association adopts the following rules, and recommends them to the photo-lithographers of the country:

Of Our Duty to Ourselves

- 1. STANDARD, TRUTH AND JUSTICE.** The code of ethics best calculated to elevate the status of employing photo-lithographers must be evolved by the development of moral and intellectual manhood. We should, therefore, and firmly, resolve to test every transaction by the standard of truth and justice.
- 2. TRUTHFULNESS AND STRAIGHTFORWARDNESS.** Take advantage of no man's ignorance, and see that employees are truthful and straightforward, and do not misrepresent nor overcharge the confiding.
- 3. HONORABLENESS.** It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we would have our competitors.
- 4. REPUTATION.** Mix freely with intelligent and honorable members of the craft, and study their ways and methods, and endeavor to get a reputation in the community as an intelligent, honest, first-class photo-lithographer, whom people can trust with their work without competitive bidding.
- 5. COST SYSTEM.** Every photo-lithographic establishment should have a perfect system of ascertaining the actual cost of every job. It is in this way only that the business can hope to be relieved from the deleterious effects of guess prices. Such a system should not only ascertain the facts, but record them, so that they can be referred to understandingly, and the information immediately ascertained.
- 6. ACCURATE ACCOUNTING.** No establishment should be satisfied with anything except the most exact and systematic bookkeeping, and all work should be checked up and charges proved before delivery, and the following made a standing rule: Never permit a charge to be entered on the books that cannot be proved by competent evidence in a court of justice to be a fair competitive price.
- 7. IMPORTANCE OF OVERHEAD.** The expense of doing business, such as the wear and tear of material, interest on money invested, bad debts, rents, taxes, insurance, bookkeeping and all other items of expense, should be ever before our eyes, and we should never forget that these must be as surely levied on each particular job as its labor cost. Never, under any circumstances, should the minimum cost plus a fair profit be departed from. We should feel here a double restraint: in the first place, to cut cost is foolish; in the second place, it is wrong.
- 8. COMMISSIONS DEMORALIZING.** On no account consent to pay commissions to bookkeepers, secretaries or others who have work to give out. It is demoralizing to both the giver and the taker. Money is passed without an equivalent. The agent is selling something he has no right to sell, and unless the photo-lithographer has a better conscience than is ordinarily met with, the commission is added to the bill, and the customer pays more than he should.

Of Our Duty to Each Other

- 9. WELCOMING YOUNG COMPETITORS.** When a young competitor enters the ranks, welcome him as a new soldier to the field, and help him to any information and assistance which will enable him to overcome the difficulties he had so much trouble in surmounting. Rest assured you can make no better investment of the time necessary to do so, as his gratitude for the kindly consideration will often cause him to repay you in fourfold way and where you would least anticipate it.
- 10. HELPING LESS EXPERIENCED.** It should be a duty and a pleasure to impart to our less experienced competitors the knowledge we possess, so long as we are satisfied that the information generously given will be honorably used. In this way the element of ignorance, which does so much to demoralize the craft, may be partially eliminated and one of the most dangerous factors of competition destroyed. Remember that knowledge kindly imparted makes a business friend of one who would probably otherwise become a business foe.
- 11. YOUNG EMPLOYER.** The young employer who starts with a small capital, and does most of his own work, should ever remember the honorable nature of his calling, and never make the mistake of supposing that because he does his own work he can do it for less than his neighbor who employs fifty or more hands, with a long list of superintendents and foremen. He should rather insist that the work which he does with his own hands will be better done, and therefore he should receive more for it.
- 12. REJECTING WORK.** When a photo-lithographer is offered work which he cannot do, his rule should be to decline it and refer his customer to the office that can do it, and not accept the work hoping to get some neighbor to do it for him and allow him a commission.
- 13. HELPING NEIGHBORS.** Make no rebates or allowances to professional brokers or middlemen. If it is possible to help a neighbor out of an extra rush of composition or presswork, do it cheerfully, and divide with him the profit on the work. In this way, the temptation to add to the facilities, oftentimes much too large for the work done in a given community, will very often be overcome, as idle machinery makes it almost impossible to maintain any standard of prices which may be adopted.
- 14. ESTIMATES FOR CHECKING.** When estimates are asked for by any person on work done by another photo-lithographer, with plain intent to find cause for an alleged unfairness of the price charged, they should be invariably declined. It is not safe to criticize any price until one is in possession of all the facts. The work itself when done does not say whether it was done by night or by day, with a few or many alterations; these with many other unknown conditions may have controlled the price.

15. INJURIES BY ESTIMATES. In making estimates we are shooting arrows in the dark, and may unwittingly wound some of our best friends when we have least intended it. If the aggrieved person thinks he has been injured by an estimate which has taken away a valued customer, his proper course is to seek an explanation, and he should always begin with the supposition that the injurious price has been made in ignorance of all the facts, by thoughtlessness or by mistake.

Of Prices and Estimates

- 16. ESTABLISHMENT OF PRICES.** Every establishment should have a thorough knowledge of what it costs to produce the work it sends out, and should determine what percentage of profit it will be satisfied with. Based upon those two items, it should establish its prices for all work undertaken, whether secured by competitive bid or without a price being named in advance.
- 17. PRICES BASED ON COST.** A master photo-lithographer should not make estimates for work that he cannot do, and when he is devoid of experience in certain branches of photo-lithography, should not attempt to price them. It is always unsafe and often unjust to give prices upon a class of work for which the cost is not positively known and has to be guessed at.
- 18. ASK FAIR PRICE.** Always have the courage to ask fair remuneration for any work offered, resting assured that it will be more profitable to be without a job than to secure one in which there is a temptation to resort to questionable methods in order to avoid a financial loss in its execution.
- 19. REFUSE DETAILED ESTIMATES.** Estimates calling for detailed specifications of separate value of the paper, composition, negatives, printing plates, presswork, binding, etc., should always be refused. These details the customer has no right to. They are the photo-lithographer's property, and to be swift in giving them away is one of the surest methods of provoking unfair competition.
- 20. WHEN ESTIMATES ARE REQUESTED.** When requested to make estimates for work, or submitting proposals in answer to advertisements, the intelligent photo-lithographer should endeavor never to lose sight of the fact that the only price proper to make is the one that he would make were the work entrusted to him without any estimates having been requested on it. While carefully studying the subject with the figures of his previous year's business before his eyes, and while safely shielded from the exciting influences which arise when the estimate fiend is so close upon him—always consoling himself when he loses the job with the thought that if he had encumbered himself with the work at a low figure he would have incapacitated himself from doing what may presently come along at a remunerative rate.
- 21. NAMES OF COMPETITORS.** The master photo-lithographer should always contend that he is entitled, when asked for an estimate, to know the names of all who are to be requested to bid on the work. A glance at the names is often sufficient to show him whether it is worth the trouble to make the necessary calculations. He should also insist upon his right, if he desires it, to know all the prices offered for the work, and to whom and at what prices it was awarded.
- 22. BUYER AND COMPETITOR.** The man who asks for a bid upon work, and before receiving it shows the figures made by another bidder, should be marked: it can be depended on, if he will show you another's bid he will show yours to a third party. He wants you to do the job, if you will do it for less than anyone else.

Our Duty to Our Workmen

- 23. INTEREST IN OUR WORKMEN.** In the conduct of our establishment it should be our constant endeavor to elevate the moral character and ameliorate the financial condition of our workmen who are engaged with us. This interest in their welfare is one of the best methods of preventing strikes and lockouts, which do such untold damage to both the proprietor and the journeyman.
- 24. JUDGING JOURNEMEN.** While it should be the firm and unalterable determination of every photo-lithographer not to be dictated to by labor organizations when their demands are unfair, or which substitute the will of a prejudiced majority for the conservative teachings of common sense and justice, we should be slow to condemn the action taken by the journeymen, as it is possible that the influences controlling them may be more than they are able to resist.
- 25. DECREASE OF WAGES.** Any action which tends to decrease the rate of wages should be looked upon with as much distrust as is an effort to increase them. We should always remember that the proper place for us to look for remuneration is from the business we do at a legitimate profit, and not from what we can save on the per diem of the wage worker, or from what we can make out of each other.
- 26. INAPT APPRENTICES.** When an apprentice is taken, it should be considered our duty, if he prove inapt or unteachable, to advise him to seek another line of trade. It often occurs that a poor photo-lithographer would have made a good blacksmith or shoemaker, therefore, either trade, as well as the boy, would be benefitted by taking him away from the trade for which he is unfit.
- 27. ASSISTING APPRENTICES.** When we conclude that the apprentice we have taken is competent to learn the business and that he will learn it in such a manner as to reflect credit upon those who taught him, as well as to himself, no effort should be spared to make him all he should be as a workman and a good citizen. By so doing we add to our own happiness, his prosperity, and help the future generation of employing photo-lithographers along a very troublesome road.

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DEALERS WANTED

N. Y. WAGE SCALES

Following are minimum wage scales in the New York area under the current contract between the Metropolitan Lithographers Assn. and Local 1, Amalgamated Lithographers of America, May 1, 1954 to April 30, 1956.

MINIMUM WAGE SCALE

CLASSIFICATIONS	Weekly	Hourly To June 30, 1955	Hourly Beginning July 1, 1955
ARTISTS			
Dot Etching	\$122.38	\$3.38	\$3.50
Stiple, small Crayon, Benday	111.61	3.08	3.19
Poster Artist	118.35	3.26	3.38
Opauquer	89.70	2.47	2.56
ENGRAVERS, TUSCHERS, GLASS LETTERERS, (Pen and Brush Small)			
	104.89	2.89	3.00
LETTERING (Large Poster)			
	108.92	3.00	3.11
PROVERS			
Hand Press	104.89	2.89	3.00
Poster	102.20	2.82	2.92
Offset	111.61	3.08	3.19
PHOTOGRAPHERS			
Color Separator	131.80	3.64	3.77
Black and White (wet plate)	111.61	3.08	3.19
Black and White (dry plate)	98.16	2.71	2.80
STRIPPERS			
Color	107.58	2.97	3.07
Black and White	102.20	2.82	2.92
PLATEMAKERS			
Photo-composing Machine Operator	111.61	3.08	3.19
Platemaker and Vacuum Frame Operator	102.20	2.82	2.92
TRANSFERERS			
Color, Original and Commercial	102.20	2.82	2.92
OFFSET PRESSMEN—PAPER			
All press sizes refer to the larger dimension of the maximum size of sheet printed on such presses.			
Multiliths and Davidsons up to 14 in. incl.	76.85	2.12	2.20
One color up to 30 in. incl.	98.16	2.71	2.80
One color 31 in. to 64 in. incl.	108.92	3.00	3.11
One color 65 in. to 71 in. incl.	114.31	3.15	3.27
One color 72 in. and over	119.31	3.29	3.41
Two color 31 in. to 64 in. incl.	\$125.07	\$3.45	\$3.57
Two color 65 in. to 71 in. incl.	130.45	3.60	3.73
Two color 72 in. and over	135.45	3.74	3.87
Three color up to 25 in. incl.	111.61	3.08	3.19
Four color, 1st Pressman, up to 64 in. incl.	134.49	3.71	3.84
Four color, 2nd Pressman, up to 64 in. incl.	125.07	3.45	3.57
Four color, 1st Pressman, 65 in. to 71 in. incl.	139.88	3.86	4.00
Four color, 2nd Pressman, 65 in. to 71 in. incl.	130.45	3.60	3.73
Four color, 1st Pressman, 72 in. and over	144.88	4.00	4.14
Four color, 2nd Pressman, 72 in. and over	135.45	3.74	3.87
Warren Green Press	125.07	3.45	3.57
Pressman Bronzer	115.66	3.19	3.30

ROTARY PRESSMEN

One color up to 64 in. incl. commercial or Poster	104.89	2.89	3.00
One color over 64 in.	108.92	3.00	3.11
Two color up to 64 in. incl.	111.61	3.08	3.19
Three color up to 64 in. incl.	122.38	3.38	3.50
Four color up to 86 in. incl.	138.53	3.82	3.96
Speed Rotary Press, 2 color, up to 64 in. incl.	125.07	3.45	3.57

FLATBED PRESSMEN

Commercial or Color	98.16	2.71	2.80
Poster	95.47	2.62	2.73

HAND FEEDERS—PRESS ASSISTANTS, ROTARY, OFFSET AND FLATBED

Flatbed	82.24	2.27	2.35
One color offset and rotary up to 64 in.	87.14	2.40	2.49
Four color semi-automatic 86 in.	92.39	2.55	2.64
Bronzer Operator	87.14	2.40	2.49
Bronzer Feeder	72.90	2.01	2.08

AUTOMATIC OPERATORS, PRESS ASSISTANTS

One color up to 30 in. incl.	\$ 72.90	\$2.01	\$2.08
One color 31 in. to 48 in. incl.	81.03	2.24	2.32
One color 49 in. to 64 in. incl.	82.24	2.27	2.35
One color 65 in. to 71 in. incl.	83.47	2.30	2.38
One color 72 in. and over	88.47	2.44	2.53
Two color up to 64 in. incl.	87.14	2.40	2.49
Two color 65 in. to 71 in. incl.	88.36	2.44	2.52
Two color 72 in. and over	93.36	2.58	2.67
Four color 1st Operator up to 71 in. incl.	88.36	2.44	2.52
Four color 1st Operator 72 in. and over	93.36	2.58	2.67
Four color 2nd Operator up to 71 in. incl.	82.24	2.27	2.35
Four color 2nd Operator 72 in. and over	87.24	2.41	2.49

STONE AND PLATE PREPARERS

Stone grainer, polisher	87.14	2.40	2.49
Plate grainer	89.70	2.47	2.56
Emerick Machine (small)	87.14	2.40	2.49
Emerick Machine (large)	89.70	2.47	2.56

MISCELLANEOUS

Calendar Duster Press	82.11	2.27	2.35
Dampener Roller Maker	65.65	1.81	1.88
Finishing Department Help	50.42	1.39	1.39
Folding Machine Operator	67.49	1.86	1.93
General Lithographic Help	59.54	1.64	1.70
Paper Cutters	92.57	2.55	2.64
Paper Handlers	76.95	2.12	2.20
Press Tender, single color up to 71 in. incl.	59.54	1.64	1.70
Press Tender, single color 72 in. and over	62.54	1.73	1.79
Press Tender, two color up to 71 in. incl.	61.99	1.71	1.77
Press Tender, two color 72 in. and over	64.99	1.79	1.86
Shipping Clerks	73.78	2.04	2.11
Shipping Clerks Assistant	63.21	1.74	1.81
Wash-up Crews	65.65	1.81	1.88



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CLASSIFICATIONS

CHRISTIANSEN VARNISHING MACHINE (50" x 70" — 2 delivery)

The rate and complement of men to be as follows:

	Weekly	Hourly To June 30, 1955	Hourly Beginning July 1, 1955
1 Pressman	\$96.85	\$2.67	\$2.77
1 Operator	83.47	2.30	2.38
1 Tender	59.54	1.64	1.70

When running spot varnish the complement of men and the rates are to be the same as those specified for a single color press of the same size. Spot varnishing does not include strip varnishing.

Night Shift Premium

The minimum wages for night shift employees shall be at a rate of \$10.00 per week (27.6¢ per hour before July 1, 1955; 28.6¢ per hour on and after July 1, 1955) higher than the day shift rate, except that press tenders, general lithographic help and wash-up crews shall receive a rate of \$5.00 per week (13.8¢ per hour before July 1, 1955; 14.3¢ per hour on and after July 1, 1955) higher than the day shift rate and except that finishing department help shall receive a rate of \$5.00 per week (13.8¢ per hour) higher than the day shift rate.

Press Tenders

Single Color: New and inexperienced press tenders shall start at \$53.53 per week and shall receive an increase of \$3.00 per week each succeeding six months until the rate of \$59.54 per week is reached.

Two Color: New and inexperienced press tenders shall start at \$53.53 per week and shall receive an increase of \$4.23 per week each succeeding six months until the rate of \$61.99 per week is reached.

General Lithographic Help

Inexperienced employees shall start at \$48.53 per week, and shall receive an increase of \$3.00 per week each succeeding six months until the rate of \$59.54 per week is reached.

Finishing Department Help

Inexperienced employees shall start at \$45.53 per week and shall receive an increase of \$2.00 per week each succeeding six months until the rate of \$50.42 per week is reached.

Layoffs and hiring of Finishing Department Help shall not be handled by Employers for the primary purpose of paying employees at inexperienced rates.

Paper Handler's Definition

An employee engaged in handling of paper where it requires one or more of the following: winding and resetting, racking or hanging paper for seasoning, rolling or curling, counting, stacking or transposing; it being agreed, however, that general workers in the pressroom may assist in the winding or resetting of sheets after being lithographed.

Wash-up of Presses

Wash-up of presses may be performed only by operator and tender or a regularly established wash-up crew. Wash-up crew may not wash-up a press while the regular press crew is still on the press during their regular shift; this is not intended to apply to the wash-up of a press if the regular press crew is working overtime turning sheets.

Complement of Help and Rate on Web Fed Presses

The first dimension specified is the width of the cylinder of the press and the second dimension is the length of the cut-off.

	Weekly	Hourly To June 30, 1955	Hourly Beginning July 1, 1955
2 cylinders—25" cylinders x 38" cutoff			
1 pressman	\$111.85	\$3.09	\$3.20
1 web operator	81.03	2.24	2.32
2 cylinders—37" cylinder x 49" cutoff (Scott 1 color perfecting)			
1 pressman	121.85	3.36	3.48
1 web operator	81.03	2.24	2.32
1 tender	61.99	1.71	1.77
2 cylinders—32" cylinder x 40 3/4" cutoff			
1 pressman	125.07	3.45	3.57
1 web operator	87.14	2.40	2.49
1 tender	61.99	1.71	1.77
2 cylinders—50" cylinder x 38" cutoff			
1 pressman	124.85	3.44	3.57
1 web operator	86.85	2.40	2.48
1 tender	61.99	1.71	1.77
3 cylinders—12 1/2" cylinder x 18" cutoff			
1 pressman	106.85	2.95	3.05
1 web operator	80.85	2.23	2.31
3 cylinders—19" cylinder x 44" cutoff			
1 pressman	111.85	3.09	3.20
1 web operator	81.03	2.24	2.32
4 cylinders—17 1/2" cylinder x 22 3/4" cutoff			
1 pressman	\$111.85	\$3.09	\$3.20
1 web operator	81.03	2.24	2.32
1 tender	59.54	1.64	1.70
4 cylinders—23" cylinder x 35 1/4" cutoff			
1 pressman	121.85	3.36	3.48
1 web operator	80.85	2.23	2.31
1 tender	61.99	1.71	1.77
4 cylinder—39" cylinder x 44" cutoff (generally runs as rewind press)			
1st pressman	133.85	3.69	3.82
2nd pressman	124.85	3.44	3.57
1 web operator	86.85	2.40	2.48
4 cylinder—32" cylinder x 40 3/4" cutoff			
1st pressman	134.49	3.71	3.84
2nd pressman	125.07	3.45	3.57
1st web operator	88.36	2.44	2.52
2nd web operator	82.24	2.27	2.35
4 cylinder—45" cylinder x 34 1/2" cutoff			
4 cylinder—63" cylinder x 43" cutoff			
1st pressman	133.85	3.69	3.82
2nd pressman	124.85	3.44	3.57
1st web operator	86.85	2.40	2.48
2nd web operator	81.85	2.26	2.34
6 cylinder—35" cylinder x 22" cutoff			
1st pressman	121.85	3.36	3.48
2nd pressman	111.85	3.09	3.20
1 web operator	80.85	2.23	2.31
1 tender	61.99	1.71	1.77

Departments for Purpose of Apprenticeship Ratios

1. Artists
2. Poster Artists
3. Opaquers
4. Tuschers, Engravers, Glass Letterers, Letterers, (pen and brush small)
5. Letterers (Large Poster)
6. Provers
7. Photographers
8. Strippers
9. Platemakers
10. Transferrers
11. All Pressmen (Offset, Rotary, Flatbed, Web)
12. Operators and Hand Feeders
13. Plate Grainers

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YLA to Hear Schatvet

The Young Lithographers Assn. of New York has announced plans for its opening fall meeting, to be held Wednesday, October 13 at the New York Advertising Club. Charles E. Schatvet, president of Guide-Kalkhoff-Burr, Inc., who is chairman of the board of the New York Employing Printers Assn., will address the group. It will be the first of the association's regular monthly dinner meetings which run through fall, winter and spring.

For the November 10 meeting, a panel of advertising agency men is to

be on hand to discuss lithography. This is being arranged by Robert Lewin of Brett Lithograph Co. Kurt Heinrich, D'Arcy Printing & Lithographing Co., is president of the YLA.

Garden Press Moves

Garden Press has been moved from Garden City, N. Y., to Hempstead, N. Y., its owner, Charles J. Patti, reports. He had set up the company in Garden City after 28 years of experience as letterpress and offset superintendent for Rockwood & Co.

AIGA Clinic Planned

Plans for the Printing for Commerce Clinic of the American Institute of Graphic Arts were announced late last month by Charles V. Morris, of Henry Lindemeyer & Sons.

Efficiency and economy in production of graphic arts material through planning, proper preparation of copy and artwork, well-organized production and good use of technical materials all will be featured in eight monthly sessions.

Mr. Morris emphasized the fact that plans for the clinics are not yet final and that he is seeking suggestions from printers and others in the producing end of the industry to help prepare the schedule for the year.

Dubrowin Appointed

Ray Dubrowin, display manager, merchandising services department, General Foods Corp., was recently named chairman of the door prizes and golf prizes committee for the Point-of-Purchase Advertising Institute annual outing and golf tournament.

The outing was to be held at Westchester Country Club, Sept. 10, where POPAI members will compete for the Nat Sanford Memorial Cup donated by Seagram-Distillers Corporation and won last year by Wes Johnson of Continental Lithograph Corporation.

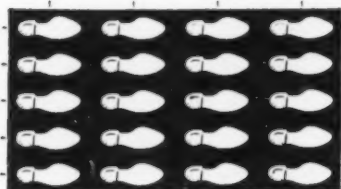
Samuel Krebs, president of Cope-land Displays, Inc., New York, was named chairman of the trade relations & speakers committee of the POPAI.

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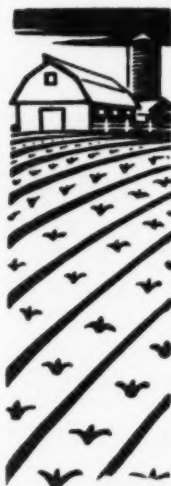
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Equipment

SUPPLIES, BULLETINS

Alum-o-Lith Used for Color

Recent research and study by the Mayfield Laboratories of Alhambra, Calif. has resulted in a new color separation process that eliminates one run from conventional reproduction of color transparencies.

Both Mr. Mayfield and Alfred Johnson, Alhambra lithographer who did all of the press testing for the process, give a great amount of credit to the Alum-O-Lith double duty plate. According to Mr. Mayfield, "it was the ability of the Alum-O-Lith plate to hold 300 line screen copy that made the process possible. Using the plate we were able to give true reproduction of tone and color value even though black was eliminated from the color run."

Under the Research Directorship of Elmer Deal, Alum-O-Lith claims credit for many of the advances made in the pre-sensitized plate field. Among them are the development of the two-sided plate, the "embedded image" and the manufacturing process that allows use of heavier metal, necessary in all large size plates.

Offers Coverings All Sizes

Roll-O-Graphic Corp., 133 Prince St., New York, now is marketing its Tri-Mol dampener covers for all sizes of offset presses. The company has exclusive distribution of this newly developed molleton fabric produced in France. The company says the fabric is made from 100 percent Egyptian pima cotton yarns, and is of three-ply construction, with what it

calls the "hidden reservoir." Advantages claimed include more body, tighter weave and tighter nap, which the maker says aid in holding outer diameter more constant.

The company offers samples, and will show the product at the exhibits of the National Assn. of Photo-Lithographers at the Statler Hotel, September 22-25.



New Line of Lawson Cutters

A new line of heavy duty paper cutting machines which the company says is priced for the economy minded, has been introduced by the E. P. Lawson Co., New York and Chicago. Known as the Regent hydraulic automatic clamp cutters, this new line offers engineering advancements and features heretofore found only on more expensive machines, according to the announcement.

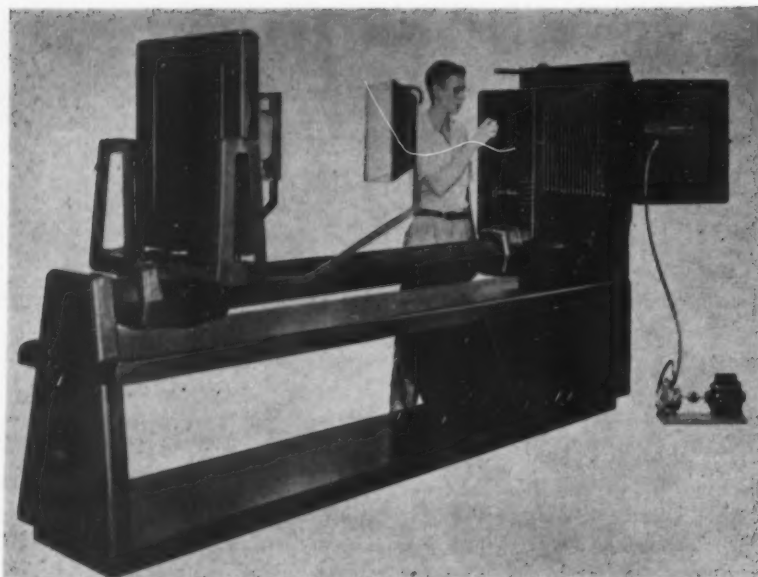
Both the 41" and 30½" sizes incorporate the following features as standard equipment: smooth hydraulic clamping pressure, variable to suit the requirements of the stock to be cut; hydraulic treadle which enables the operator to bring down the clamp independently of the knife if desired, with just a light tip of the toe pressure; push button operation; electromagnetic clutch which is practically silent

in operation and rarely requires adjustment or maintenance; automatic overload release with no parts to replace when resetting; built-in "double" non-repeat protection; adjustable knife bar gibs and all moving parts enclosed and streamlined with no external gears, belts or flywheels protruding beyond the ends of the machine.

The 41" Regent also offers a smooth, hydraulically powered back gauge with illuminated and magnified micrometer adjustment.

Many concerns already have installed Regent cutters the firm reports.

D. W. Schulkind, president of E. P. Lawson, states that the new Regent cutters are on display at the company's New York showroom at 426 West 33rd St., and also at the Chicago showroom, 628 South Dearborn St.



New 16 x 20" Camera

A new 16 x 20" all metal darkroom camera (above), specifically designed for use with small press operations is now being offered by Robertson Photo-mechanix, Inc., 3067 Elston Ave., Chicago.

This new camera, the Robertson "320," has been designed and built with over three years of experience gained through the production of the company's "Seventeen" gallery cameras.

Two developments are incorporated on the "320" to increase the efficiency and flexibility of the camera the maker says. The first is the "Vac-U-Flat" vacuum film holder that holds all sizes of film and contact screens, standard and irregular, up to the full size of the camera, thus eliminating grooves and slots on the film plate itself. This "Vac-U-Flat" back has been field tested and proved in actual usage the company reports. The second feature is the "Xtra-Dimension" copyboard that holds copy of any thickness up to 1½" in focal plane. Even copy with irregular thickness and contour like text books, magazines, pencils, boxes, etc., can be held firmly against the glass cover of the board.

The all-metal camera comes as a fully

equipped package unit. Percentage focusing scales eliminate the use of the ground glass for focusing the image or manipulating for size. An electric push button timer, automatically controls the shutter, exposure and lamps. Both the full-sized ground glass with suitable inch markings and the vacuum film holder are mounted on separate swinging doors. Vacuum control is aided by a zone valve selector, film size markings, heavy duty pump and motor, and the "Vac-U-Flat" film plate.

A 14" Goerz "Red Dot" Apochromatic Artar lens gives a range of two times enlargement and five times reduction. The camera provides 28 cubic feet of storage space within the cabinet base, in addition to the spacious film shelves inside the darkroom. The copyboard, which takes opaque artwork up to 21 x 25," is lighted by two 1,500 watt incandescent lamps on adjustable lamp arms, and operated on standard 110 Volt, A.C. current. Available as optional equipment is a transparency opening in the copyboard.

The "320" features Robertson's "Uni-Cell" construction, for accuracy and rigidity, a one piece monorail tube for positive positioning, and floating rubber three point suspension to prevent vibration.

erators are included for both line and halftone processes. The use of overlays and other materials for producing color work provides economies in the over all costs.

Casey, Holland Form Co.

Casey & Holland, Inc., printing equipment firm, was formed recently at 71 Beekman St., New York. Principals are Dan Casey Sr., president; Dan Casey Jr., vice president; and Louis Holland, secretary-treasurer.

The senior Mr. Casey retired last year as vice president in New York of Miller Printing Machinery Co. He

has been a member of the Printers Supply Salesmen's Guild of New York for about 35 years. His son also has been active in industry affairs, and has operated his own equipment firm in New York until the present company was formed.

Mr. Holland has been in the printing equipment field for 36 years, and founded the Holland Printing Machinery Co. in New York in 1922.

The new company will deal in new and rebuilt equipment for letterpress and offset plants.

Presensitized Plate is Grained

A fine-grained presensitized plate for small offset equipment is being introduced by Polychrome Corp., 2 Ashburton Ave., Yonkers, N. Y. Said to combine the advantages of a fine-grained plate with those of presensitization, the plate can be made ready for press in a matter of seconds after exposure, it is claimed. After exposure it is desensitized, washed with water, and put on the press. With this treatment it will give runs to 5,000. Developing lacquer may be used to provide plate life to 25,000 impressions. Runs up to 90,000 have been claimed by some users the manufacturer says.

The grain provides easier ink and water control but will take halftones up to 220 line screen, the announcement states. Halftones and other image areas show up black against the light-colored plate surface. Work may be removed by honing, and drawing may be done on the plate with 3H or 4H pencils. Plate emulsions are formulated for wide latitude.

Further information is available from the company.

Handschy Buys Arto

A. E. Handschy Co., Chicago manufacturers of printing and lithographing inks, has purchased Arto Printing Ink Co., of Milwaukee, Wis., and will continue operations there as a branch of the Chicago firm, it was announced last month by Ed Friensendorf, vice president of Handschy. The company also operates branch plants in Indianapolis, Ind., and Minneapolis, Minn., for the service of its midwestern customers.

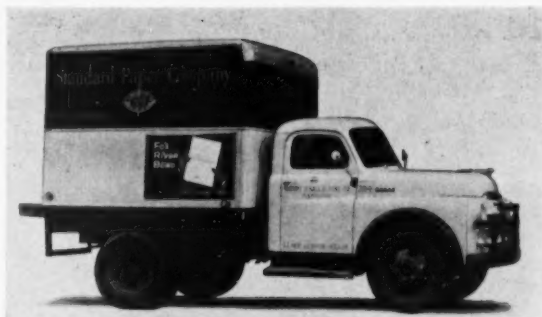
Offers Art Booklet

A full color booklet giving pointers on how to prepare pre-separated art work for photo-mechanical reproduction with the Bourges process is offered by Bourges Inc., 80 Fifth Ave., New York 11, N. Y. The booklet shows the standardized colors of overlay sheets and other materials, then shows techniques for "color-blind" separations, two-color line work, four-color line work, and two- and four-color halftones. Techniques for correction of color transparencies are given.

Reproduction data for camera op-

Posters Aid Merchant Sales

More than 100 paper merchant trucks already have been equipped with posters as a result of the new truck poster promotion launched recently by The Fox River Paper Corp., Appleton, Wis. Two heavy-duty frames and water-proof posters are supplied by Fox River, without charge, for each merchant truck. The first poster, now being shown on all trucks, features the new 25 percent cotton paper . . . Fox River Bond. Fresh posters, featuring other Fox River grades, will be supplied every six weeks to two months. Frames and posters are available in two sizes . . . 44" x 28" and 28" x 22" . . . to fit both large and small trucks.



Describes Magnifiers

Displayed in a new catalog, available upon request, is a wide range of precision magnifiers now offered photoengravers, process camera operators, lithographers, and retouchers by the Harold M. Pitman Company. With the recent acquisition of the Page Company, Pitman now offers complete magnifiers and a full line of replacement parts and service, all described in detail in the new catalog.

The company says they are of the finest optical glass obtainable, made with scientifically precise grinding and manufacturing methods. Pitman magnifiers are available in styles to meet the requirements of any engraver, etcher, lithographer or artist, the company says. Special types are included for camera work, and others feature plexiglas bases notched for easier handling.

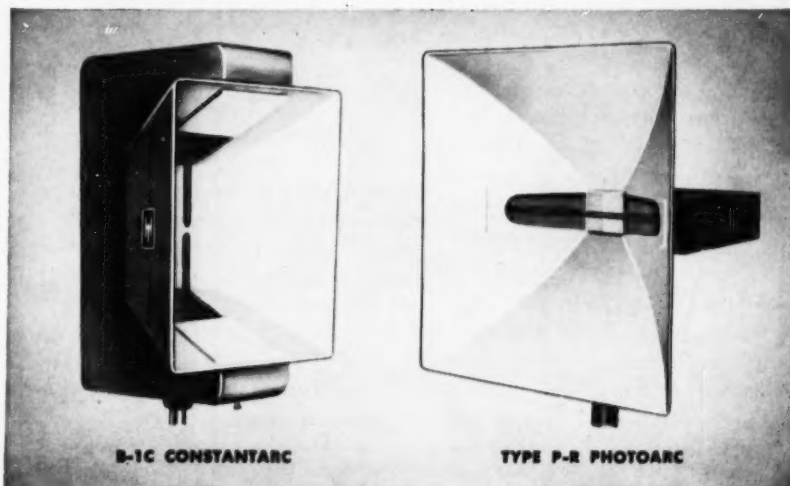
A copy of the complete catalog is available from the Harold M. Pitman Company, 33rd St. and 51st Ave., Chicago, or 1110 13th St., North Bergen, N. J.

Warren Shows Presen. Plate

S. D. Warren Co., Boston, this month is introducing its new Foto-Plate presensitized lithographic plate. It is described as providing a quick, easy and low cost way of preparing press plates from negatives. The plates are to be demonstrated at the exhibit of the National Assn. of Photo-Lithographers, Statler Hotel, New York, Sept. 22-25.

Offers Calculator

A new, easy-to-use calculator for figuring Direct Mail advertising costs is now offered to buyers of envelopes by the Columbia Envelope Co., 2015 Hawthorne Ave., Melrose Park, Ill., manufacturers of envelopes of all types. The Columbia Calculator, a slide chart, gives specific costs for typesetting, plates, presswork, paper, folding, envelopes, addressing and mailing.



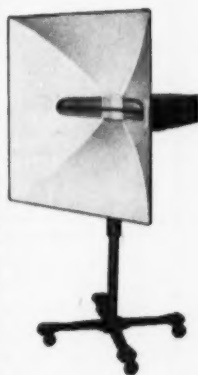
For Camera . . . for Printing . . .

MACBETH Arc Lamps are light-years ahead!



B-1C CONSTANTARC. Completely and constantly automatic. Produces a steady light of tremendous intensity which brings out tiny details in the darkest portions of copy . . . which cuts down expensive camera operating time. The Constantarc automatically compensates for power fluctuations, drafts and carbon impurities. Can be furnished with any of the standard Macbeth mountings. No other lamp on the market offers all the advantages of a Macbeth Constantarc!

PHOTOARC PRINTING LAMP for vertical printing frames. Engineered to assure constant, steady light—both in intensity and color—regardless of line voltage fluctuations. Successive exposures produce identical results. Completely and continuously automatic like its companion "The Constantarc". Recommended for photoengravers, lithographers and in gravure and blueprinting processes. Adaptable for use on photocomposing machines. For details write . . .



MACBETH ARC LAMP COMPANY 141 Berkley St., Philadelphia 44, Pa.

Convincing Testimonial to the Excellence of **MIDWAY** **NON-SCRATCH DRYER**



When hard drying is essential use MIDWAY NON-SCRATCH DRYER to assure thorough drying, and to make it possible for you to back up forms in the shortest possible time. The following features make MIDWAY the number one dryer choice for lithographers.

- Will not dry on press, either running or standing, thus eliminating costly washups.
- Will not crystallize, thus ideal for color over-printing.
- Exact quantity used not critical. Will improve the working qualities of inks when used in excess of recommended 2 ozs. per pound.
- Crystal clear, 100% transparent.
- Low in cost. Its incorporation actually lowers the cost of litho inks.
- When running transparent tints that are troublesome, use Midway non-scratch Dryer as a base instead of Aluminum Hydrate or Laketime.

We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

MIDWAY NON-SCRATCH DRYER can be purchased in following containers:

1, 2½, 5- and 10-lb. cans. 30 and 55 gal. drums.

Consult our Chemical Engineering Service in the field of varnishes, coatings and related products.

Send for free trial sample

MIDWAY LITHO SUPPLY CO.

253 County Ave., Secaucus, N. J.

UNION 3-1440

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

A new automatic paper cutter imported from Germany, is being marketed by Consolidated International Equipment & Supply Co., the company announced last month.

A black and white photograph of a vintage Corona 225 typewriter. The machine is housed in a sturdy metal case with a prominent front panel. The keyboard is visible, and the brand name 'Corona' is printed on the front. The typewriter is shown from a slightly elevated angle, highlighting its compact design and mechanical components.

139



Tempt more
readers inside
with
**HAMMERMILL
COVER**

Wins and holds attention for your promotion pieces
with its **3** outstanding advantages

1. STRIKING APPEARANCE

For irresistible eye appeal, Hammermill Cover is produced in a rainbow array of eleven lively colors and a clear, bright white—all scientifically selected for their popularity. They provide soft, warm backgrounds for colored inks. And you can obtain Hammermill Cover in a choice of distinctive finishes—Antique and Ripple, Brushmark and Morocco. What's more, all Hammermill Cover has high bulk for weight, resulting in a rich, substantial feel.

2. SUPERIOR PRINTABILITY

Hammermill Cover has a uniformly resilient printing surface for letterpress or offset—in all finishes. Its firm texture takes and holds inks properly. And it prints rapidly, enhances the ap-

pearance of halftones, line cuts, solids, ornaments and type. Antique and Ripple finishes are exceptionally liked for "work and turn" printing.

3. RUGGED DURABILITY

Unusual strength is a basic quality of Hammermill Cover. Made from strong, virgin spruce fibers, it will withstand repeated handling. And it has toughness together with pliability to fold and crease cleanly without cracking.

SHOW YOUR CUSTOMERS plain and printed samples of Hammermill Cover. You will find it sells itself when you recommend it for catalogs, broadsides and booklets that command attention and tempt readers inside—the kind of printing that pleases buyers and wins repeat orders.



Made with the skill and care given to Hammermill Bond, Hammermill Cover is one of a score of advertised Hammermill lines your customers knew and want.



Keeping Fotomats Accurate

An inspector for the Intertype Corp., Brooklyn, manufacturer of the Intertype Fotosetter, inspects the image of a Fotomat character, shown here on the screen of a Kodak Contour Projector. This is an extremely sensitive, micrometer-control instrument that helps Intertype hold the dimensions of its Fotomat to a tolerance of .00025", which the company says is about the diameter of the particles in a wisp of cigarette smoke. The result of this tolerance control is a character in perfect alignment with other characters in the line.

Close tolerances are important in phototypesetting since a character may be increased in size by lens magnification from 8 to 36 points (or more by enlargement) and any slight flaw would be correspondingly magnified.

Champion Distributes Swatches

Champion-International Co., Lawrence, Mass., manufacturer of coated papers, released this month to printers, paper merchants, advertising managers and advertising agencies 10,000 swatch books of three grades of coated papers, Cico-Flex, Cico-Print and Cico-Duonet.

The swatch books are attractively designed 6"x9" folders printed in two colors, with Cico-Flex covers.

Copies of these swatch books may be obtained by writing the company at 38 Prospect Street.

Graphic Buys Lawrence

Graphic Supply Co., New York, has purchased Lawrence Litho Supply Co. of Kansas City, Mo., according to Graphic's president Ben Tankel. The Kansas City firm will be known as Lawrence Graphic Supply Co., with Frank Lawrence, former owner, as manager of the mid-western territory.



Detroit Co. Advances Men

Alfred J. Mayer, Jr. (left) was elected president of National Lithograph Co., Detroit, recently, succeeding Jack F. Moore who relinquished the offices of president and general manager to become chairman of the board. Albert E. Libby (right) was

elected general manager, and continues as treasurer. Mr. Mayer is the son of the late Alfred J. Mayer who was president of the 35 year old company from 1941 until his death in 1953. George H. Thom, son of the late Charles A. H. Thom, former board chairman, was elected secretary. Edward S. McCombe continues as vice president.

Nassau Incorporates

Nassau Lithographers, Inc., lithograph and photostat company, located in Mineola, N. Y., has been granted a charter of incorporation listing capital stock of 200 shares, no par value. Directors are Mary Knowlan, Donald F. McCaffrey and Edward P. Schroeder, all of Denton Building, Mineola. Filer of papers was Edward P. Schroeder, Mineola.

Advertising Up Nine Per Cent

In apparent contradiction to the recession in the early part of the year, national advertising, in terms of dollars, this year jumped nine percent above the figure for the first half of 1953, Printers' Ink reported recently.

Biggest gain was in network television, which increased 43 percent.

Okin Joins American

David Okin, formerly with Addressograph - Multigraph Corp., has joined American Direct Mail Co., Inc. and Amdima Lithographing Co., Inc., New York, as sales manager.

A GOERZ LENS GUARANTEES MORE DETAIL IN YOUR NEGATIVES

**STEP UP THE QUALITY
OF YOUR NEGATIVES...**

USE
GOERZ RED DOT ARTAR
COLOR-SHARP LENS

This new GOERZ ARTAR is made
with better glass and closer tolerances.

Its range of 16 different focal lengths from
4" to 70" makes your camera more versatile.

Check the age of your old lens and see if it
shouldn't be replaced with this gem of the Graphic Arts.



C. P. GOERZ AMERICAN OPTICAL COMPANY

Office and Factory

317 EAST 34th STREET, NEW YORK 16, N. Y.

You Can Easily Stitch

An Average of up to 2500 Books
Per Hour with the

Rosback[®] AUTO-STITCHER

Auto-Stitcher Features

- Basic machine has two stitching heads and slide stacker delivery.
- Seven accessory attachments, including continuous belt delivery, are available to meet the requirements of printing plant or bindery of any size.
- Low in price—less than half that of any gang stitcher.
- Cuts Costs—as much as 50% or more when compared to hand stitching.
- Handles short runs at low cost—saves tying up expensive gang stitcher equipment.

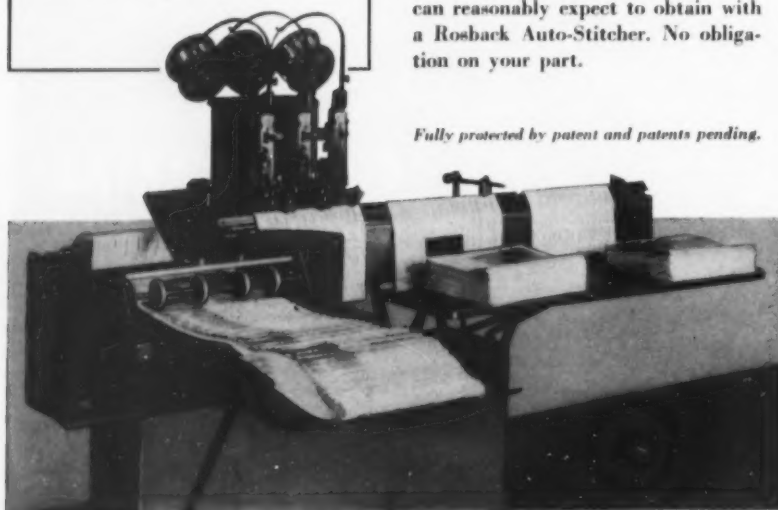
The experience of hundreds of owners of Rosback Auto-Stitchers proves you can get your stitching costs down to rock bottom.

These owners report an average daily production of stitched books at a rate up to 2500 an hour.

Furthermore, time and labor cost savings (as compared to hand-stitching) can reach as high as \$2.00 per thousand books. Many users tell us such cost savings have completely paid for their Auto-Stitchers in a very few months. A Rosback Auto-Stitcher can be your most profitable investment.

Ask us to prove the value of the Auto-Stitcher on your work. Send us samples of your average stitching jobs. We'll gladly give you careful, conservative estimates of the production you can reasonably expect to obtain with a Rosback Auto-Stitcher. No obligation on your part.

Fully protected by patent and patents pending.



The Auto-Stitcher shown here is equipped with a third stitcher head, continuous belt delivery and second feeding station.

F. P. ROSBACK COMPANY • Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS,
GANG STITCHERS AND PAPER PUNCHING MACHINES

Kleen-Stik Appoints Dealers

The appointment of 10 more paper merchant organizations as authorized distributors for Kleen-Stik pre-processed printing papers has been announced by Kleen-Stik Products, Inc., Chicago, manufacturers of pressure-sensitive adhesives for advertising and labeling.

The new distributors are: Jacksonville Paper Co., Jacksonville, Florida, and its branches; Carter, Rice of Washington and Carter, Rice of Oregon; Butler Paper Co., Atlanta and New Orleans; Chatfield Paper Co., Cincinnati and Indianapolis; Hubbs & Howe Paper Co., Buffalo and Rochester, New York; Union Paper and Twine, Cleveland and Detroit; Whitaker Paper Co., Atlanta and Baltimore; Roach Paper Co., Little Rock; Tayloe Paper Co., Memphis; and the Scioto Paper Co., Columbus.

The new distributors will stock a variety of Kleen-Stik papers for letterpress and offset printing, in standard size sheets.

Michael Lith Adds 3M

Michael Lith, Inc., New York, announced this month that it has been appointed distributor for all sizes of 3M presensitized offset plates, from the 1250 Multilith to the Harris and Ebco sizes 22 x 34". The plates are made by Minnesota Mining and Manufacturing Co.

Michael Lith stated it has the following booklets available free to persons interested in the field: Instructions for Using the Large Size 3M Photo Offset Plate, Details of Larger Presensitized Plates and How to Run Presensitized and Other Ungrained Plates on the Press.

New Cronar Film Base

The new polyester photographic safety film base developed by Du Pont has been given the trade-mark "Cronar," the company's Photo Products Department has announced. "Cronar" polyester photographic film base, tested in the laboratory and the field for more than two years, is several times tougher than present types of safety film base, has much greater dimensional stability, and equal flame resistance.



Augustine Heads Guild

Lee Augustine (above) was elected president of the International Printers Supply Salesmen's Guild at its annual meeting last month in Philadelphia. Mr. Augustine, who is vice president of The Printing Machinery Co., Cincinnati, succeeds Norman L. Rowe, Ideal Roller & Mfg. Co., Long Island City, N. Y., in the post.

Other officers elected are Howard Colehower, C. Walker Jones Co., Philadelphia, first vice president; Perry R. Long, Bryan-Brandenburg Co., Los Angeles, second vice president; Damon Moore, Miehle Printing Press & Mfg. Co., Dallas, secretary; and Louis A. Croplis, American Type Founders, New York, treasurer.

The annual meeting was held August 11 in Philadelphia during the annual convention of the International Assn. of Printing House Craftsmen. Edward McFaul, lecturer, addressed the Guild's luncheon meeting.

Mr. Augustine has had a long career in the graphic arts, starting as an errand boy for Printing Machinery Co. when he was 15. He held many positions, becoming vice president in 1939. He has been active in the Guild and other organizations. He has been first vice president of the International Guild for the past two years.

Cleveland Opens Litho School

More than 100 students already have enrolled in a new Cleveland Lithographic Institute, which will teach all phases of offset in classes starting this fall.

The new Institute was formed to answer the need for trained lithographers in the city. It was formed jointly by Cleveland lithographers and the Printing Institute of Cleveland. Instruction will be given at Fenn College, with three-hour classes continuing for 16 weeks in each course.

Fred Merrick, of Merrick Lithograph Co., has been elected president of the non-profit Institute. Serving under him are the following: Paul Meunier, R. E. May Co., vice presi-

dent; Robert Calvert, Reserve Lithograph Co., treasurer; George Weber, Continental Lithograph Co., secretary. Ernest Engal, of P.I.C., is working in an advisory capacity.

John Kuentz, of Central Lithograph Co., as chairman of the finance committee, is working out plans to have the Institute underwritten for \$10,000 by graphic arts groups.

Mr. Meunier heads the educational

committee, which includes William Stone and Andrew Balika, of Copyfier. Lithographers in the area will serve as instructors in the school. Tuition will be approximately \$75.

Install Photo Composer

Great Lakes Corp., Rochester, N. Y., recently installed its second Rutherford photo composing machine for press plates up to 48 x 59".



**REDUCE
CLEAN-UP
TIME...**

DBA with
**KWIK
KLEEN**
OFFSET BLANKET
CLEANER

This amazing blanket conditioner and cleaner has been tested in 14 printing plants . . . over a period of 4 years. These tests have proven that DBA KWIK-KLEEN does the job better in a minimum of time and at lower cost.



• ABSOLUTE SAFETY

DBA KWIK-KLEEN is listed by Underwriters Laboratories, Inc. and classified as to fire hazard—NO SAFETY CANS REQUIRED—no "Danger" labels necessary in shipping—no special precautions in storing. DBA KWIK-KLEEN has been tested and found non-injurious to the skin by the American Research & Testing Laboratories.

• QUICK, POWERFUL CLEANING ACTION

DBA cuts dried ink and varnish quickly and completely with no hard rubbing or scrubbing. One solution that enables changing from deep inks to pastels without delay. DBA KWIK-KLEEN is also effective on special, quick-drying inks.

• RAPID EVAPORATION

Cut press down-time to a minimum . . . DBA KWIK-KLEEN evaporates instantly. No penetration of the blanket surface that takes long to dry. DBA's fast action cuts blanket cleaning time for greater labor economy.

• LONGER BLANKET LIFE

DBA KWIK-KLEEN is compounded to provide users the advantages of good care. It quickly restores the natural color to the blankets, does not cause swelling or over-dryness and will not leave any harmful residue. DBA actually conditions blankets for longer useful life.

ORDER FROM YOUR DEALER
IF YOUR DEALER CAN'T SUPPLY YOU, ORDER
DIRECT AND GIVE DEALER'S NAME



PRODUCTS CO., INC.

DEERFIELD, ILLINOIS

Chicago Distributor

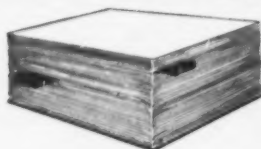
Ajax Supply Co., 2023 N. Halsted St.

New PLASTIC PILE SEPARATOR



Gives Accu-
rate Leveling
of Stock Pile

- For FEEDER end to assure positive pickup
- For DELIVERY end to aid proper jogging



Speeds Production

Assures absolutely level stock piles for the feeder suckers to contact. Having a longer taper than wooden wedges, it prevents "misses", dragging, folding under, etc., because it permits closer adjustment. A great aid on the delivery end, too, as it assures proper jogging. Saves its cost in stock and time saved!



ABSOLUTELY SMOOTH — THIN LEAD EDGE

Inserts easily, quickly and cleanly into stock piles without tearing or ruffling edges of stock, which so often results in spoilage. Of smooth plastic, they slide readily into the pile and STAY in position.

No Splinters! No Rough Edges! Splintered and cracked wood wedges often spoil stock and cause loss of press time. Hanco's Plastic Separators can't splinter and cause damage to plates, engravings and blankets.

PRICES

Less than 12 \$1.65 each
Lots of 12.... 1.50 each
Lots of 24.... 1.40 each
Lots of 48.... 1.30 each
Lots of 96... 1.20 each
Lots of 144.. 1.15 each

Easy to Keep Clean!

Will not soak up oil, ink and dirt to soil stock. "Easy-Pull" finger holes permit quick, easy removal from stock pile.



Satisfaction... or Your Money Back

A. E. HANDSCHY CO., 125 S. Racine Ave., Chicago 7, Ill. ML-954

Send Hanco Pile Separators ordered below. If not satisfactory we may return them within 15 days for full refund.

SEND US.....Hanco Pile Separators at \$.....each.

COMPANY.....

ATTN. OF.....

CITY.....ZONE.....STATE.....

A. E. HANDSCHY CO.

Manufacturers of Fine Letterpress and Offset Printing Inks

CHICAGO 7, ILL. 125 South Racine Avenue
MINNEAPOLIS 15, MINN. 422 South Third Street
INDIANAPOLIS 4, IND. 225 North New Jersey St.

DISTRIBUTORS

Handschy Distributors located in all principal cities.
Write for name and address of Distributor nearest you.

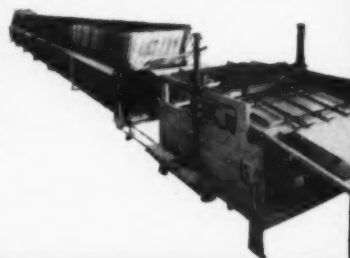
LITHOGRAPHERS...



Screen Process Will Expand Your Market!

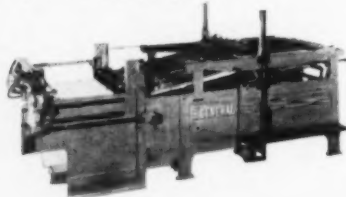
Mechanization of screen process printing has opened new fields for the progressive lithographer. With high speed, automatic silk screen presses lithographers can increase their profit potential. Decals, displays, posters, greeting cards, gift wrap on paper and board—catalog and book covers, fancy packaging, novelties on plastic, synthetics and textiles

—are just a few of the things that can be printed with ease on General equipment.



GENERAL SCREEN PROCESS PRESSES

Five models of the General Press are available to take sheets from 3½ x 3½ to 38 x 52. Speeds range from 800 to 3000 sheets per hour depending on the drying method used. Shown above is a General Model 38 with a M&M Wicket Dryer. Dryer is custom built to any length to provide a specified drying cycle.



Models
32, 38
and
45

CONVECTAIRE DRYER

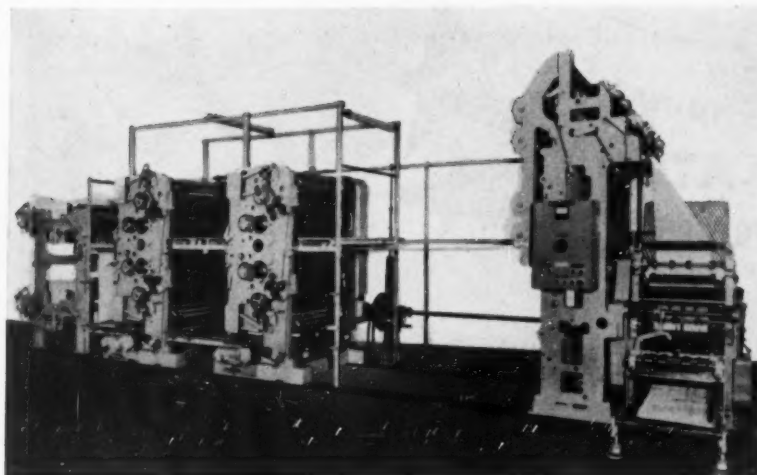
A new method of drying which utilizes radiant and convected heat. Dryer is a self-contained unit which can be coupled to the delivery of any General press.

AUTOMATIC FEEDERS

Stream and Continuous Feeders are available for all models of General presses. They greatly increase the production efficiency of the press.

GENERAL

RESEARCH AND
SUPPLY COMPANY
572 S. DIVISION AVE.
GRAND RAPIDS 3, MICH.



Adds Web in Pittsburgh

A new, two-unit web-fed perfecting offset press was recently installed in the plant of The Emerson Press, Inc., a Pittsburgh concern specializing in web offset work. The press was manufactured at the Mount Vernon, New York Division of American Type Founders. This new high-speed press is replacing an old two-unit machine of similar make.

Flexibility is one of the main advantages of Emerson's new equipment. The folder is capable of delivering three sizes of folded signatures: 1—8-page signature size 11- $\frac{3}{4}$ " x 17- $\frac{1}{2}$ "; 1—16-page signature size 8- $\frac{3}{4}$ " x 11- $\frac{3}{8}$ "; or 1—16-page signature size 5- $\frac{11}{16}$ " x 17- $\frac{1}{2}$ "; and to flat sheet delivery of 22- $\frac{3}{4}$ " x 35" printed in two colors on both sides of the sheet. It will also deliver double the number of pages when printed in one color.

The Emerson Press handles all types of advertising literature, publications, newspapers, booklets and catalogs and also specializes in large syndicated printing jobs.

Two Firms Merge

Waddill Printing and Lithographing Co., Inc., Danville, Va., and the Lassiter Corp., Charlotte, N. C., have merged, it was announced September 1. The latter company designs and produces food and textile packaging materials.

Dilts Issues Folders

Two new folders, describing Pace-maker offset presses and the Pace-maker two drum winder, have been issued by the Dilts Division of the Black-Clawson Co. Copies of the bulletins, 16-DM and 17-DM, may be obtained from the division at Dilts Machine Works, Fulton, N. Y.

ITU Claims Jurisdiction

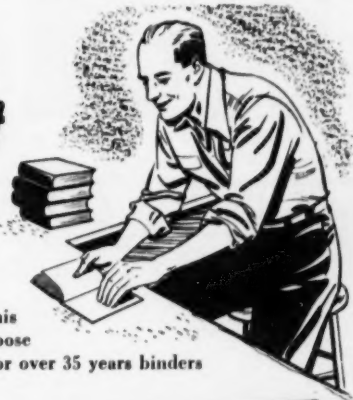
Complete jurisdiction over photo-composition up to the actual point of platemaking was claimed recently by the International Typographical Union in its magazine "Typographical Journal." The assertion of jurisdiction was made by Harold H. Clark, second vice-president.

Allied Changes Name

Allied Offset Corporation has filed articles with the office of the secretary of state at Albany, N. Y., changing its name to Teterboro-Allied Lithographing Corp. Filer of papers was Bernard Burlakoff, 32 Broadway, New York.

You're Bound To Be Right

Your binding and finishing jobs are always right when you select a firm with a proven record for completing all details exactly as instructed . . . on time . . . at competitive prices. You can rely on this quality of workmanship when you choose BROWN AND McEWAN, INC. — for over 35 years binders and finishers to the Graphic Arts.



BROWN AND McEWAN'S COMPLETE FACILITIES FOR COMPLETE SERVICE

Modern, fully equipped plant to handle your gathering and stitching . . . folding . . . ruling . . . punching . . . stringing . . . sealing . . . bracket stripping . . . mounting . . . and other special needs.

Accurate, fast work from skilled plant personnel who average 20 years experience in the finishing field.

Dependable pick-up/delivery service with trucks using latest mobile radio-telephone equipment for immediate expediting of new pick-up or revised delivery instructions . . . all material in transit is insured.

COMPLETE EQUIPMENT



SPEEDY OPERATIONS



ACCURATE WORK



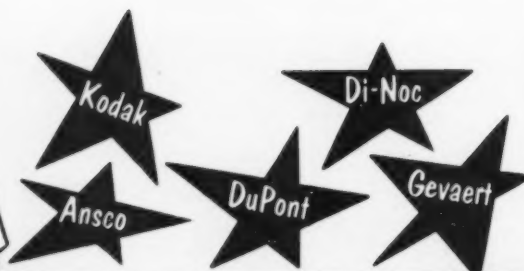
PROMPT DELIVERIES



Brown & McEwan, Inc.

New Jersey's Largest and Most Complete Binder and Finisher
16 LAWRENCE STREET • NEWARK, N. J. • Mitchell 2-4335

Your **ALL STAR** source
for **FILM, DRY PLATES,**
and other **LITHOGRAPHIC SUPPLIES**



Film and dry plate stock . . . ready for immediate shipment.

GENERAL PLATE MAKERS SUPPLY CO.

- **COMPLETE** selection of famous names!
- **FASTEST** order-filling system in the business!
- **ALL SHIPMENTS** sent freight prepaid!

Tried New **MIRACLE Plastic Sheeting?**
NEVER CURLS . . . NEVER BUCKLES . . . ALWAYS HOLDS SIZE
Regardless of Moisture Conditions!

Takes brush or pen work and black marking inks easily . . . permanently . . . better than acetate. Proved *best* for your overlay masks and outliners!

IN 27" x 40" SHEETS—ORDER TODAY!

	200 Sheets	100 Sheets	50 Sheets	Less than 50 Sheets
.003, each	\$.35	\$.40	\$.45	\$.50
.005, each	.40	.45	.55	.70
.0075, each	.65	.70	.90	1.05
.010, each	.90	1.00	1.20	1.35

GENERAL PLATE MAKERS SUPPLY CO.

5441 55 N. Kedzie Ave. • Chicago 25, Ill. • Phone INdependence 3-2411
NEW YORK OFFICE 72 E. 17th St. • New York 3, N. Y.
WRITE TODAY for our big new Catalog of equipment and supplies!



High grade Offset Lithography calls for the superior printability of Curtis Antique.

This True Blue White text and cover paper is *made* with the finish, resiliency and uniformity so necessary for fine presswork.

CURTIS ANTIQUE

Curtis Antique has the brilliant clarity needed to reproduce clean, sharp blacks and crisp, sparkling colors.

For *Paper with a Purpose*, call your paper merchant for Curtis Antique. Sample books and layout size sheets supplied on request.

CURTIS PAPER COMPANY
NEWARK, DELAWARE



Show Self-Adv. Award

A "Benny" statuette is held by James J. Rudisill, president of the Printing Industry of America, Inc. The bronze statuette of Benjamin Franklin is one of those to be awarded to nine winners in the 1954 P.I.A. Printers' and Lithographers' Self-Advertising Exhibition, to be held in conjunction with this year's Printing Industry of America convention. (Statler Hotel, Detroit, Nov. 15-19)

These "Oscars of the Printing Industry" and \$1000 in cash are to be awarded each of three winners, as well as Honorable Mention and 100 "Best Fifty" Certificates. Anyone engaged in lithography or printing is eligible to enter his own advertising in the contest. The deadline is October 22. A rules brochure and entry forms are available from Miller Printing Machinery Co., 1135 Reedsdale Street, Pittsburgh 33, Pa.

Multilith Roller Marketed

A new all-metal heavy-duty rider roller for 1200 Series Multiliths has been placed on the market by Litho Engineering & Research, 3241 Eastlake Ave., Seattle 2, Wash.

The device, called a "Hefty-Roller," is said to effect a great improvement in presswork, especially noticeable on difficult half-tones, heavy solids, color work, etc. It has oscillating action.

The action of the roller with its precision-machined surface, helps produce a continuous, micrometrically equalized flow of ink to the top form roller which effectively prevents horizontal streaking, "ghosting" and similar symptoms of inadequate inking, the manufacturer states.

Texas Firms Add Machines

Taylor Publishing Co., Houston, and Lufkin Printing Co., Lufkin, Texas, recently put in Rosback perforators.

Adds Equipment in Idaho

Capitol Lithograph and Printing Co., Boise, Idaho, recently announced the purchase of an ATF 24" camera and ATF 17 x 22" offset press. Owners of the firm are Lee J. Bagby and Howard Wellington.

Mailing Regulations Sought

Standardized greeting cards and a staggered mailing setup for national magazines were urged in resolutions adopted at the 34th

national convention of the National Association of Postal Supervisors, in Miami Beach. The convention was held late in August.

Pikes Peak Incorporates

Pikes Peak Lithographing Co., Colorado Springs, was incorporated last month. Members of the board of directors are Edward H. Morast, Margaret D. Morast, Raymond E. Roberts and Harold A. Lumseen. Authorized capital stock is \$100,000.

Cut Washup Down Time with the BALDWIN PRESS WASHER

**PHOTO AT RIGHT
SHOWING SECTION
OF PRESS WITH
BALDWIN PRESS
WASHER**

A—MOUNT
B—ADJUSTING
SCREW
C—BLADE
D—REMOVABLE
INK PAN

CROSS SECTION OF BLADE

The long-wearing nylon blade is accurately machined to fit roller, and is rigidly supported with welded steel backing. Blade will last at least a year with reasonable care, and is guaranteed for six months. The entire assembly is easily replaced when necessary.

Baldwin Press Washers clean ink rollers easily, quickly, and automatically on almost all models of rotary presses, both offset and letterpress. A good solvent on the rollers, a few turns of two thumbscrews, and the Baldwin does the rest. Ink is collected in an easily cleaned ink pan. Ink rollers stay in the press, ready for the next job...even color changes are quick and easy!

Easy to install, these maintenance-free Baldwin units pay for themselves over and over in washup time saved on your presses...and insure press cleanliness and efficiency, by eliminating messy, time-consuming hand cleaning.

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PRESS WASHERS • BALDWIN WATER STOPS • BALDWIN WATER FOUNTAIN LEVELS

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The LUXOMETER is an instrument for integrating light. It automatically shortens or lengthens the period of exposure to compensate for fluctuating light intensities.

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Consolidated Lithographing Co., N. Y.
Defense Printing Services, Washington, D. C.
Graphic Arts, Inc., Phila., Pa.
Joseph Heaver & Sons Co., Phila., Pa.
Intaglio Service Corp., N. Y.
Montreal Standard Pub. Co., Canada
Regenstein Corp., Chicago, Ill.
Repro Art Co., Los Angeles, Calif.
Stecher Traugot, San Francisco, Calif.
Edw. Stern & Co., Phila., Pa.
Strobridge Lithographing Co.,
Cincinnati, Ohio
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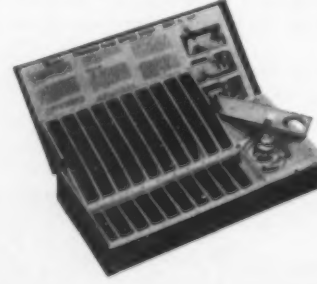
"Laboratory in a box" **pre-tests printing papers**

You don't have to wait until a job is on the press to check the quality of the paper. DENNISON STANDARD PAPER TESTING WAXES help cut down costly errors and delays by evaluating the surface strength of the sheet *in advance*. This compact kit gives you all you need to evaluate the degree of sizing, the liability to pick, and the type of failure characteristic of the sheet.

DENNISON STANDARD PAPER TESTING WAXES

are prepared under technical supervision with rigid standards of accuracy to insure dependable testing. The complete set contains twenty sticks of waxes with all accessories. The coated paper series contains twelve sticks plus accessories.

The cost of a complete set of DENNISON STANDARD PAPER WAXES is \$27.50; Coated Paper Series (Waxes 3A to 14A) costs \$22.00. Refill supplies are always available. Instructions included in each kit. Testing method approved by the Technical Association of The Pulp and Paper Industry as Standard Method T459m-48.



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Darby Makes Awards

Commemorating 42 years service with Rufus H. Darby Printing Co., Washington, D. C., Otis H. Johnson, (right) president of the firm, presents a gold watch to Charles Edwin Hayden. Also honored were 35 other employees who have been with the company for periods ranging upward from five years. Mr. Hayden came to Darby in 1912, when the company had only three linotype machines.

Gevaert Marks 60th Year

The 60th anniversary year of Gevaert Photo-Producten, N.V., Antwerp, Belgium, was observed in New York August 25th with a cocktail party. The event was held in the new quarters of Gevaert Co. of America, affiliated firm, at 321 West 54th St. Guest of honor at the party was Dr. Albert Beken, general sales manager of the parent firm in Belgium.

The company manufactures photo-mechanical film, supplies and related products, in addition to photographic film for many other fields.

Dunham Makes Mats

Dunham Printing Co., Portland, has developed a specialty line of absorbent bath mats, which are printed with customers' name, and slogan, and illustrations if desired.

Experiments were made in the lithographing department and many of the mats are being lithographed, the company reports.

To Add Litho Equipment

Fontes Printing Co., 777 West Brand Ave., Oakland, which has just completed an extensive remodeling of the offices, has acquired the next-door building, increasing space by 2,500 square feet, and will soon install two offset presses.

Litho equipment to be added includes a 17 x 22" ATF and a 10 x

14" Davidson. Camera and plate-making equipment may be added in the near future, according to Andy Fontes, proprietor.

Crocker Adding 35,000 Feet

An additional 35,000 square feet of space will be added to the facilities of the H. S. Crocker Co. plant in San Bruno, Calif., just south of San Francisco. The firm has a \$1,750,000 annual payroll for some 350 employees.

METAL DECORATING

(Continued from Page 91)

punch press dies) was considered a separate operation. However, in recent years important developments in waxing units have permitted attaching them between the oven and automatic stripper so that waxing is now done after the sheet leaves the cooling section of the oven. This, of course, eliminates the separate operation used

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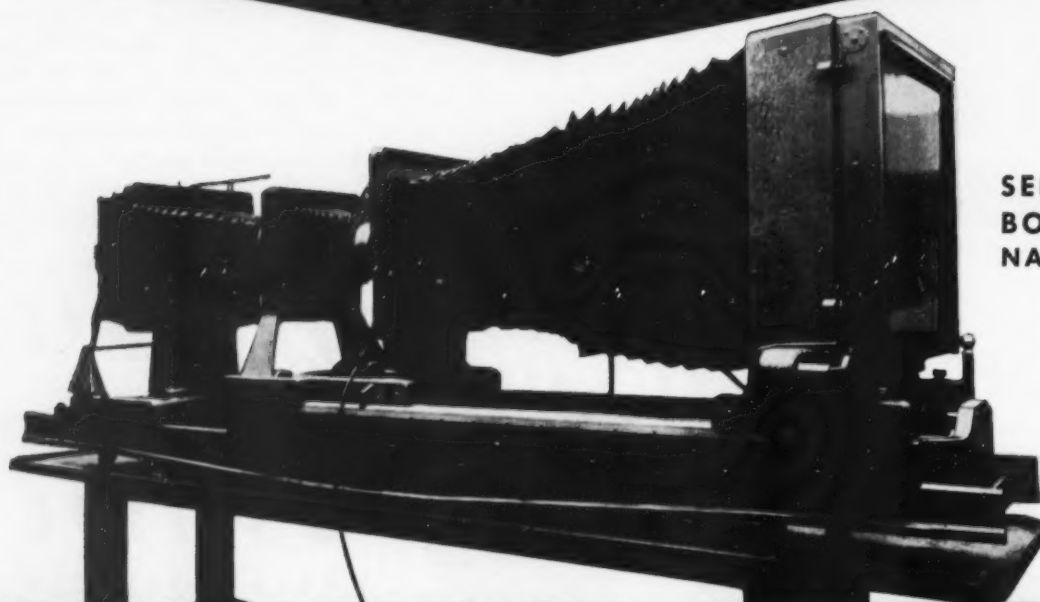
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MONEY — so plentiful the savings banks deposits keep on rising. (Note—and now the government is making money more plentiful.)

UNEMPLOYMENT — people out of work in '54—only a fraction of previous years when we had much smaller population—when times were considered good. And, today unemployment compensation keeps the few unemployed eating without dipping into their savings. Watch unemployment drop this fall (sure as shooting).

RUSSIA—INDO CHINA—KOREA situation sells newspapers, but nothing untoward has happened, and pitiless publicity today throughout the world will (methinks) make the Machiavellian machinations of the war mongers die a-borning, their conquests by stealth are over.

AMERICA — at the adolescent age where it will grow like Iowa corn—you can see it growing—billions being spent to take care of more business in the next ten years than the previous thirty—all of which requires tremendous more printing (and most printing has to be FOLDED), and the BaumFolder Gold-Mine, on pay-for-itself terms—is yours for the asking. Which size may we ship?

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14 x 20 — 17 x 22 — 22 x 28 — 25 x 38 — 30 x 46

150



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MODERN LITHOGRAPHY, September, 1954

before and thus has become standard with the large metal decorating plants.

Automatic Unloaders and Pilers

During the earlier period of metal lithography, sheets were racked and baked in box ovens. All transfer operations were manual. With the advent of conveyor type ovens, potential advantages of automatic strippers became apparent. Numerous designs were developed over the course of many years. The majority of this early work was performed by the metal decorators themselves.

It was not until the late 30's and early 40's that an automatic unloader became available to the trade. The early models stripped the sheets from the oven at right angles and laid them in the stacker box through a slotted bar which rotated as each sheet was fed through it. These units worked satisfactorily at the slow speeds. At higher speeds trouble was encountered and the design was changed in the late 40's to the present straight out magnetic stripper. Since subsequent operations frequently require that the sheets be stacked with the decoration either up or down, a turnover or ferris wheel mechanism was developed. This was located after the oven stripper and just outside of the oven wicket. It was similar in design to the oven wickets. These units performed very nicely at slow speeds, but as the speed was increased, the time element and variables between the oven and the turnover wheel caused difficulty. To overcome this condition, numerous types of electrical eyes, stop-start motions, etc. were tried but none proved completely satisfactory.

As a result of this problem, a method was developed for turning the entire load of plate. This has proven so successful that the idea of turning individual sheets was abandoned and further developments directed toward the design of a more efficient pack turner. It was during the early 50's that the pack turnover was offered to the trade.

Line Drives

A major factor in the development of the high speed production line of

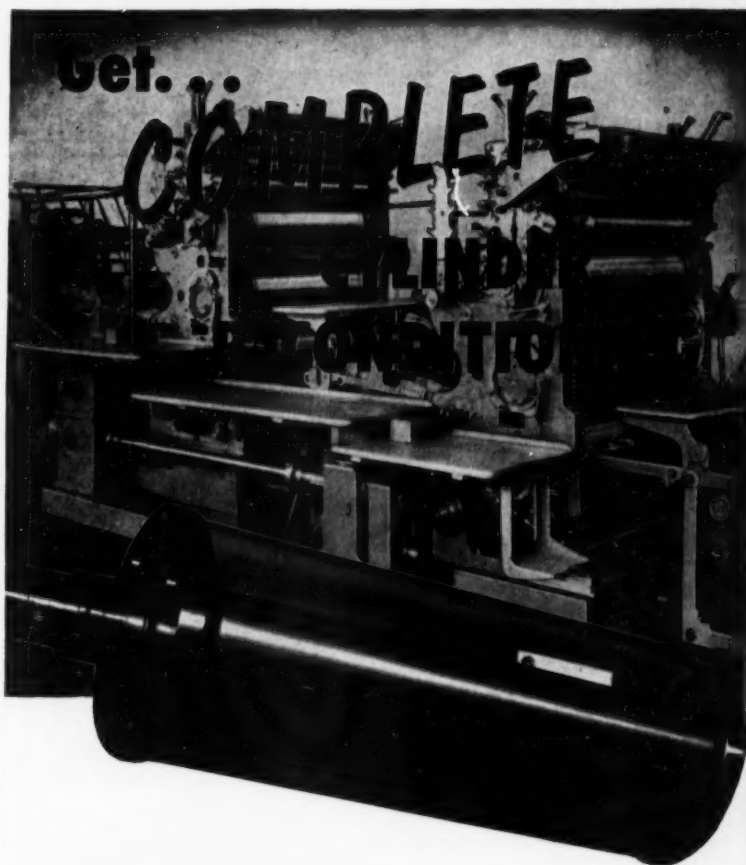
today was the proper design of timing drives between subsequent units in the line.

During the early 20's most timing depended upon the good eye and instinct of the operator. As line speeds increased and more accurate machines were developed, chain and sprockets, way shafts, single jaw clutch and other mechanical means were employed to drive and synchronize the line.

This type of equipment proved

quite satisfactory until the mid 40's when the increased speeds of the lithographic line began to demand excessive equipment maintenance as a result of the inherent load pick-up of the mechanical type synchronizing clutches.

As a result, electric timing was first introduced on press lines. This method of synchronization has proved successful and relatively trouble-free, and is now employed on many high speed coater lines. It has also been



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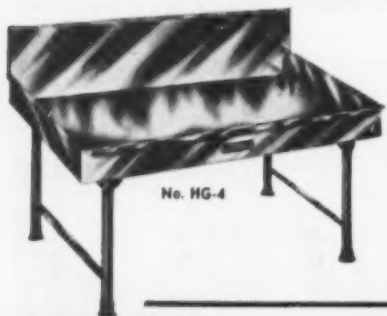
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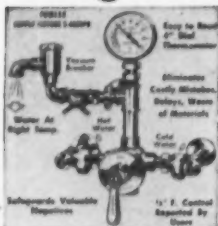
18-8 Type 316, High-Lustre Satin Finish Stainless Steel, Heli-arc welded joints. 1½" Stainless Steel drain with removable stainless steel standpipe. Underside of sink coated to minimize sweating. Stand is reinforced welded pipe leg construction with adjustable floor flanges for levelling. Available with or without back splashwall. Stand coated with rubber base, acid resisting enamel.

OFFSET PLATE TROUGH

Sturdy gage, High-lustre satin finish Type 316 Stainless Steel. Complete with stand, perforated spraypipe—full length of trough. 1½" stainless steel standpipe. Steel storage shelf with front and back stop. Lattice drain rack of kiln dried wood, smooth rounded corners.



No. PT-4

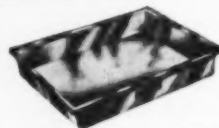


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 Correct processing of film and plates insured with precise control of water temperature—automatically mixes water to any temperature required—60-125° F. Temperature remains constant regardless of fluctuations of pressure or temperature in supply line. Failure of cold water supply instantly shuts off delivery.

HEAVY GAGE TRAYS

18-8 Type 316 High Lustre Satin Finish Stainless Steel. Heli-arc welded joints. One piece construction. Tapered sides for nesting trays in storage. Rounded flanged rim for safe handling.



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expanded on press lines so that no mechanical connection exists between subsequent line components. This all-electric drive arrangement has become a virtual standard for the large sheet high speed lines manufactured for the bigger can companies.

Conclusion

In the preceding discussion no attempt has been made to cover in great detail any phase of the development of metal decorating equipment. Many important developments have undoubtedly been omitted and it is hoped that those closely associated with such improvements will forgive the lack of knowledge or forgetfulness of the author.

I do feel that this article will serve to point out the very significant fact that all major improvements in metal decorating have been brought about by the very close and friendly co-operation and relationship which exists between the customer and supplier. Thus, standard equipment for operating speeds of 100 sheets per minute has been made available to all, and the seeds are sown for speeds of 125 and even 150 sheets per minute for the near future. I am confident that this close affiliation will continue, and as a result, the only limitation on future improvements will be the limited imagination of man.

In closing, the writer wishes to thank the many technical and practical people with whom this data was discussed and in particular to thank L. O. Humphreys and Joseph Kunicki for their help in the preparation of this material.★★

ESTIMATING

(Continued from Page 51)

by the customer, the collection of any additional costs is impossible.

Probably no particular specification is more abused than delivery, and many salesmen seem to dodge this particular problem unless we specifically bring it up. Or if they do cover it with the customer, it is discussed in general terms, and quick agreement made on the final date for shipment without a complete analysis of the various steps involved in the

manufacture of the product and without a definite understanding on the part of the customer when he will supply complete art to the printer.

You will notice I have said "complete art". It seems to be the habit of many customers who supply art (either themselves or through their agency) to furnish part of the art in order to cover their end of the bargain, and then hold the printer to the agreed-upon delivery date, on the basis of the receipt of partial art. No delivery data is sound unless

based upon the receipt at the plant of the complete artwork to cover all of the color art, the various black and white mechanical sketches for lettering, reproduction proofs of the type material, layouts, etc. Many jobs are held up in production by the lack of form numbers which were overlooked when preparing all of the artwork.

The delivery date must be analyzed with respect to each and every job quoted upon as the matters of procurement of stock at the estimated



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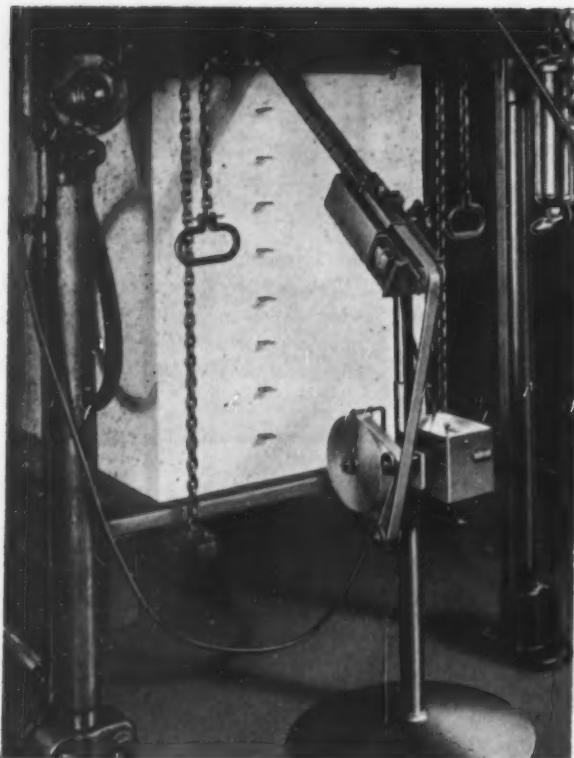


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Portable Automatic **SHEET COUNTER and MARKER** for Press Delivery Skid Loads

- Eliminates counting time — builds profits.
- Fits all press sizes and sheet sizes.
- Count set by simple toggle arm selector.
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- Count readily corrected for spoiled or pulled sheets.

This compact, portable unit automatically *counts* and *marks* sheets being stacked at the delivery end of presses, sheeters, die cutters, etc. Costly hand counting is eliminated—absolute accuracy is insured.

The solenoid-operated counter is activated by a count pick-up switch on the machine, with uniform marking tabs inserted into the stack at pre-determined intervals. The standard counter permits marking sheets at intervals of 50, 100, 200, 500 or 1,000. For odd counts, a Cyclo-Monitor control is furnished, permitting selection of *any count interval* from 1 to 2,000.

Counter & Control now offers a complete line of automatic marker inserters for every type of job—general purpose or special. Compare your present sheet counting costs and the savings obtainable with one of these new units. Ask for recommendations (no obligation).

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price can be very greatly affected by the date agreed upon. Some small jobs will lay out readily to stock sizes of paper which are easily available; other small jobs, no matter how you lay them out, require a special sheet. The quantity of paper is not sufficient for a making order, and, accordingly, you have to extend your delivery date until this special sheet of paper can be picked up from some source. We find also that deliveries of larger quantities of paper vary considerably throughout the year from the different paper mills. We also find that many times the longest delivery date is involved in the lowest price. So that it is definitely to everyone's advantage to know what the exact requirements are.

Although it requires extra work, it is definitely advantageous to the printer to include in each quotation to his salesmen a delivery date, on the basis of current plant work loads. This gives a guide to the salesman in every case, and forewarns him as to the capacity of the plant at that particular time. Where customers specify a delivery date, we should examine the schedules of production control very carefully, to schedule tentatively on the basis of each quotation, and then, as the individual jobs are obtained or lost, production control is advised so that they can revise their scheduling. This tentative scheduling can work out quite well provided there is a close tie between the estimating department and production control department. It certainly avoids the embarrassment of receiving an order quoted upon several weeks previously, where during that time, much other business is obtained by the plant and there is now no place to schedule that order.

This tentative scheduling must be carried out carefully to avoid loading the scheduling boards with jobs which will never materialize, but an experienced estimator has a pretty good idea whether or not the job he is figuring is going to develop into an order. As the various changes and revisions occur in the specifications and prices, he and the sales-

man know pretty well whether or not the quotation has gone from the odds of 50 to 1 to 5 to 1.

CRAFTSMEN

(Continued from Page 54)

tape. This is fed into a separate unit, producing composition on film.

Mr. Costello discussed effects obtainable with distortion cameras, while Mr. Bellotti described his shop's use of photo-setting of display type.

The possibility of the further elimination of Government Printing Office branches was stated by Public Printer Raymond Blattenberger who addressed the Sunday evening opening session. As a part of the GPO program of cutting costs Mr. Blattenberger said that field service offices in Chicago, Denver, Seattle, and San Francisco, were being surveyed "to see whether they can be reduced or eliminated without sacrificing the service needed by government agen-

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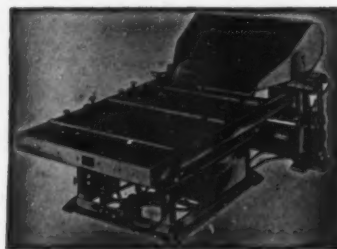
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cies in the field. If I finally determine that commercial printers can do the job just as promptly, efficiently and economically, I will take immediate action to curtail these activities by the government," he said. The Public Printer, formerly active in the Craftsmen's organization, praised the contributions made by these clubs.

John Williams, president of Williams & Marcus Co., Philadelphia, keyed the convention, outlining two points in practicing leadership as a plant executive. First, he said, authority must be delegated and responsibility given for accomplishing jobs, and second the executive must himself be an example of integrity, industry, and fair dealing. "The situation has changed greatly to a point where no one works for you any more — people work with you," he declared.

The photo-composition clinic and a concurrent letterpress clinic were held Monday afternoon, and the club-management dinner was held that evening.

After a morning business session Tuesday, two technical sessions were held on screen process and on color scanning. Fred Lewis of Radio Corp. of America, Camden, N. J., discussed the RCA color scanner, which he said probably will be field tested for the next 15 months. This machine, originally developed by Wurzburg and Hardy of Interchemical Corp. and Massachusetts Institute of Technology, corrects by electronic scanning, color separations made in the conventional cameras. It will correct a set of three color negatives and add a black unit, in sizes up to 11 x 14". Engineers will not be required to operate the machine, he said, but the machine will need the skill of a professional color man. RCA engineers will handle all servicing of the machines, he said.

The final business session, with formal election of officers was held Wednesday morning, and the offset clinic, with a concurrent clinic on flexographic (aniline) printing, were held that afternoon.

Highlight of the social calendar was a trip to Atlantic City on Tuesday afternoon. Several chartered buses

made the trip. The annual banquet and formal installation of officers were held Wednesday evening. Ladies, with Mrs. Dot Davis as chairman, had a program including hospitality periods, sightseeing trip, luncheon, theatre, and the Atlantic City trip.

Visits to 14 graphic arts plants in the Philadelphia area were arranged for Craftsmen for the day following the convention. These included Typographic Service, Inc.; W. C. Hamilton & Sons, Moreland Corp.; Lanston Monotype Machine Co.; Philadelphia

Inquirer; Beck Engraving Co.; Bingham Bros. Co.; Chromart Co.; Cuneo Printing Industries; Crescent Ink & Color Co.; Crown Can Co.; Paper Manufacturers Co.; Godfrey Roller Co.; and Allen, Lane & Scott.★★

Oxford Transfers Mowat

Oxford Paper Company has announced the transfer on September 1, 1954, of Matthew B. Mowat, assistant order department supervisor, to the Sales Service Department under Chester N. Stupp.

PROOFING ☑

SHORT RUNS ☑

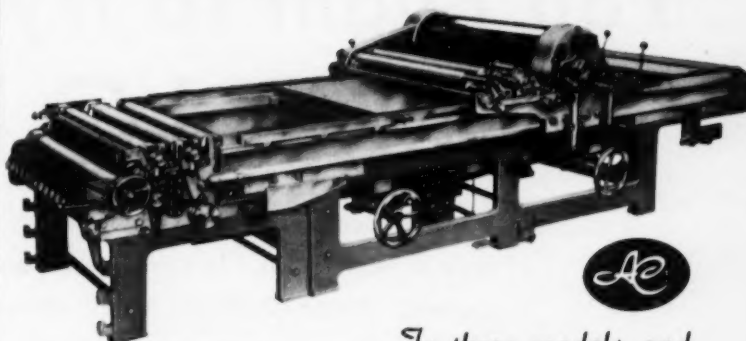
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Chew Honors Two

Two employees of Sinnickson Chew & Sons Co., printers and lithographers, Camden, N. J., were honored Aug. 24 on completion of a total of 90 years service with the firm.

Joseph Skokowski and Louis V. Deshayes were presented with certificates by William H. Chew, Jr., secretary-treasurer of the firm, in honor of their faithful and continuous service.

Plan Greeting Card Show

The National Association of Greeting Card Publishers, 30 Rockefeller Plaza, New York, has scheduled a "New Idea Exhibit" as a special feature of its 13th annual convention at the Hotel Savoy-Plaza, New York, September 22 and 23.

With many new ideas in graphic arts processes, paper, fabrics, special plant equipment and methods being developed, the exhibit will provide a "show case" for exhibitors who have something new and different to offer the greeting card publishers.

Coming in November

A new feature

PHOTOGRAPHIC CLINIC

Conducted by Herbert P. Paschel
Graphic Arts Consultant
and contributor to this magazine

This column will cover photographic equipment, materials, theory and techniques of photo-mechanical reproduction in both black and white and color.

Questions from subscribers, which are of general interest, will be discussed. Send your questions to Mr. Paschel, at Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

The "New Idea Exhibit" will be open from 2:30 to 10 p.m. the first day and on September 23, the exhibit will be open from 9:30 a.m. to 4:00 p.m. Special invitations are being sent to all greeting card publishers throughout the United States and Canada. The exhibit will not be open to the public.

When announcing the "New Idea Exhibit," Steve Shannon, managing director of the association said, "Keeping pace with the remarkable growth of the greeting card business, suppliers to the greeting card trade have been developing some new processes, machinery, and materials that need to be spotlighted and explored. The exhibit provides just such an opportunity. In no other branch of the graphic arts is that little 'extra touch' quite so important. People send over three and one-half billion greeting cards for all occasions annually. Very often it is a special feature such as a novelty fold, a distinctive greeting card paper stock, or a special processing method that accounts for the success of a particular greeting card or series of them.

"All of the publishers are looking for ways and means to improve their product — they can use new ideas — new tools for their creative designers and production people to employ for that extra sales appeal that is so important."

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AND KEEN PLATE DEVELOPING INK.

Color TV to Show Litho Clinic Demonstrations

THE impact of live demonstrations, via full color, closed-circuit television, will provide the highlight of the two-day litho clinic sponsored by the Graphic Arts Association of Illinois, and conducted by the Lithographic Technical Foundation, November 5 and 6 at the Morrison Hotel in Chicago.

According to William H. Sleepeck, president of the Illinois GAA, this will mark the first use of color TV in a clinic of this kind. While color TV is considerably more expensive than the black-and-white version, Mr. Sleepeck said, the Illinois association felt that the element of realism color would add to the demonstrations would make it well worth the extra cost.

Seven authorities from the Lithographic Technical Foundation, headed by Michael H. Bruno, will demonstrate and describe latest methods and materials for albumin platemaking; LTF's new ungrained deep-etch plate and its new copper-aluminum plate; new light source for contact printing; new press wash-up methods and other subjects of interest to lithographers. The demonstrations will be picked up by TV color cameras and relayed to TV monitors at strategic locations in the meeting room. According to Mr. Sleepeck, every member of the audience will have a close-up view of the proceedings, no matter where he is seated.

A special added attraction of the two-day program will come Friday evening when many of the winning entries of the 1954 Litho Awards of the Lithographers National Association will be seen. In addition, an informative discussion of "Lithography's Future in Color TV" will be presented by technicians from RCA and LNA.

Cost of the entire two-day clinic, including dinner on Friday and lunch on Saturday is \$20.00 per person if reservation is received before October 25th. After that date, reservations will cost \$25.00 per person. The program begins at 1:30 P.M., Friday,

November 5th and ends Saturday afternoon at 5:30 P.M. For reservations and additional information, contact Frank J. Bagamery, secretary and general manager of the Graphic Arts Association of Illinois, Inc., 105 W. Monroe Street, Chicago, Illinois or Wade E. Griswold, executive director, Lithographic Technical Foundation, 131 E. 39th Street, New York, N. Y.

Printing Scholarships Numerous

"The number and variety of scholarships provided by the commercial printing industry in the United States and Canada reveals, as probably no other study could do, the extensive interest in and support of higher education by the graphic arts industry," stated Elmer G. Voigt, president of the Education Council of the Graphic Arts Industry, and vice chairman of the board, Western Printing and Lithographing Co., Racine, Wis., in releasing a list of printing industry sponsored scholarships compiled by the Education Council.

The research connected with the preparation of the list of scholarships was conducted as part of the Education Council's project to prepare a text for use by vocational guidance counselors in counselling young people concerning the vocational opportunities of the graphic arts industry. The committee preparing the text is chaired by Loren Carter, Training Director, R. R. Donnelley and Sons Co., Chicago.

Compilation of the list of scholarships was accomplished over a period of nine months in which printing trade magazines, college catalogs, and educational texts were combed to obtain the necessary information. The publication of the list brings to the attention of the graphic arts industry, educators, and guidance counselors, for the first time, the types of scholarships offered by the graphic arts industry in all sections of the country and the number of institutions of higher learning participating in this program.

For additional information, address inquiries to the Education Council of the Graphic Arts Industry, Inc., 719 Fifteenth Street, Northwest, Washington 5, D. C.

Robt. M. Wadewitz Dies at 44

Robert M. Wadewitz, 44, vice president in charge of production at Western Printing & Lithographing Co., died unexpectedly of a heart attack July 23 at his home in North Bay, Wis. He was the son of E. H. Wadewitz, founder and chairman of the board of the firm, and has been with Western since 1928. The younger Mr. Wadewitz also was a company director, and in the past had been president of the company's Playing Card Division.

Mr. Wadewitz, like his father, had attended many conventions of the Lithographers National Association, and other lithographic and graphic arts organizations, and had served as a director of the Printing Industry of America.

He was a native of Racine, Wis., attended Culver Military Academy and the University of Wisconsin. He served in the Coast Guard from 1942 to 1945, and was discharged with the rank of lieutenant commander.

He is survived by his widow, a son and a daughter, and his father and mother.

Plan Adv. Essentials Show

The third Advertising Essentials show has been announced for November 15-17 at the Biltmore Hotel, New York. It is sponsored by the Advertising Trades Institute, Inc., 270 Park Ave., New York 17, N. Y.

Forms Institute to Meet

The regular fall outing meeting of the Business Forms Institute, trade association for the manifold business forms industry, will be held September 27-28-29, at The Greenbrier, White Sulphur Springs, W. Va.

Business meetings will be two-hour sessions the mornings of the 28th and 29th, with the rest of the time devoted to recreational activities. The annual BFI Golf Tournament will be held on Tuesday, September 28.

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QUOTES from the mail

Sirs:

After several years in a federal government lithographic plant, one outside the jurisdiction of the Government Printing Office, my candid viewpoint of its operations may be interesting. After receiving my job in the government as superintendent of one of its color shops, I soon learned that you are not permitted to work like you are accustomed to doing in private industry. If you try to get work out of your men you are classed as a slave driver. It was difficult to get along with those who work as though they were on a lifetime P.W.A. job.

One of the first things they did was put a multilith operator on an offset press to try to run color work. After wasting much time and material they finally decided it was necessary to hire a practical lithographer with color experience. The old help of course remained.

We ordered some press washup solution, and after several weeks of waiting, and following up the order, the janitor arrived one day with a bucket of soap powder. He said it was sent by the supply department to wash up the press with. We finally had to send a boy to a nearby filling station for gasoline. Then there was no end to that hassle about us making an unauthorized outside purchase, which I paid for, even though we explained the care necessary for press rollers.

Paper was requisitioned in an orderly manner, but deliveries varied anywhere from 6 days to six or eight months, with no indication of what to expect. To a government warehouse, paper is paper, and offset paper to them was no different than letterpress or any other kind of paper. We were often sent letterpress paper to run on an offset press. The result was waste and delays. Film was always out of date and the wrong kind because the men purchasing thought they knew more than the lithographers.

In one case we requisitioned a blanket for the press. Word came from the supply sergeant to use a canvas to cover up the press, and not these expensive rubber blankets!

Requests for supplies of litho varnish brought the colonel in to investigate. He told us the paint department would varnish desks, etc.—if this needed to be done.

Later on a pressman was hired through Civil Service routine. Several practical pressmen applied, but I was not allowed to choose the most qualified man. The one who got the job had a friend in the Civil Service. The result was he spent several weeks smashing blankets, stripping gears, and wasting paper. We finally found that he was color blind, and had very little experience on a press. Because of his Civil Service connections he remained on the job for a long time, where in private industry such matters are handled in short order.

These and many other instances sickened me on the waste and inefficiencies in these government-operated plants. This was

in the previous administration, and present policies of economy may have corrected many of these conditions. However, these plants which are outside the GPO jurisdiction, are doing an estimated \$50,000,000 worth of business every year.

In my opinion this business could be much better handled by commercial lithographing plants, and these plants should have a chance to bid on the work. This is difficult, because the directors of these government shops like to build up their private kingdoms. They take pride in telling how many people work for them. Whether or not they are producing can be determined by almost anyone visiting such an agency and observing the people standing around snack bars.

Once one of these shops is established, it is very difficult to remove it from government service. Several times visiting Congressmen were escorted through the shop. They questioned whether this work might be done at less cost by private industry, but were told that the cost would be prohibitive.

The \$64 question is, "Have they ever investigated lithography in these many government plants?" It is high time that private industry be given the opportunity to serve the government with their printing needs, instead of competing with us who pay taxes.

L. P. Bowers

PHOTO COMPOSING

(Continued from Page 57)

and the rays of light are fairly straight so our results are good but not perfect.

The best we can do is to take certain precautions. Try to keep kinks out of the plate. When kinks occur and plates have press ridges in them, roll them out with a hand roller before coating the plate. Look out for dirt. A small grain of some hard material lodged between negative and plate can cause poor contact. Be careful of scotch tape and masking materials. On front masks use thin material such as aluminum foil which is good. Don't let it extend to a point too near a halftone. Take the same precaution with scotch tape on stripped negatives. Do not let it come too close to the work.

Poor negative to plate contact that creates thick lettering, thick dots or loss of dots around the edges of halftones comes from improper stripping practice. Usually it will be found that masking paper, tape or film overlaps cause the poor contact in the area. Even though the masking is on the glossy side of the negative, it

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forms a pocket between the film and glass.

When it is necessary to do this type of stripping and masking, the best method is to contact the negative into positive and back to a completed composite one piece negative.

If too many steps are not involved on the photo-composing machine, it is practical to double print the half-tones and line negatives on the plate.

Above all, be sure the glass is flat in the negative holder. It has been explained how the glass is leveled in the different frames. Take care to do this leveling carefully and recheck it after the clamps are tightened. Do not let dirt accumulate at the base of dowel pins as this may keep the whole frame out of level with the plate. Be sure that the holder and the plate back are always in the same plane. If there is any doubt of this, test it with strips of paper between negative and plate at each corner.

Do not try to force contact by use of excessive vacuum. Ten to fifteen inches of vacuum is ample if the equipment is in good order and all precautions regarding dirt and other items mentioned have been taken.

(This article is taken from the new book, "Photo Composing," just issued by the Lithographic Technical Foundation, 131 East 39th St., New York 16, N. Y. This book, by Charles W. Latham, long-time LTF staff man and lithographic consultant, is the first such work ever published on the subject.

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TECHNICAL BRIEFS

(Continued from Page 62)

Graphic Arts Research Laboratory is described. It permits the simultaneous testing of several samples; four strips in both machine and cross-machine directions were found the optimum number. The instrument has been used for routine testing for a long time at the laboratory and has been found very reliable. 2 tables, 4 figures, and 1 reference. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 732.

Lithography—General
Mechanical Color Separations. Copy Preparation for Fake Color. H. C. Latimer. *Graphic Arts Monthly* 26, No. 5, May, 1954, pages 96, 98 and 114 (3 pages). A method of "fake" or mechanical color separation is described for those who cannot afford the cost of four-color process work. The quality of this type of work should not be oversold because it does not equal process color methods.

***Dampener for Printing Press.** E. C. Grembecki. *U. S. Patent* 2,108,984. *Official Gazette* 487, No. 4, February 22, 1938, page 753. 1. Dampening mechanism for printing presses and the like comprising a housing having an opening for confrontation with a press plate cylinder, means providing a water spray in said housing, a power driven propeller supported within the housing and having a plurality of apertured arms rotatable to intercept said sprays and break up the water into fine particles, together with means for moving air past said propeller means in said housing to carry said particles through said opening on to said cylinder.

New Offset Press. *Modern Lithographer and Offset Printer* 50, No. 1, January, 1954, pages 34-6 (3 pages). Color Metal of Zurich offers new offset press of small sheet size 15 x 20" with

big press features, namely, swing arm feed, stream feed with speeds up to 8000 sheets an hour, and new patented dampening system where steel roller is slotted and fitted with nylon brushes which are removable to vary dampening. Additional information available from Soag Machinery Company, 7 Juxon Street, Lambeth, S. E. 11, England.

***Direct Projection Optical System Having Controlled Effective Diameter of Light Source.** *U. S. Patent* 2,682,195. Richard N. Kauffman. *Official Gazette* 683, No. 5, June 29, 1954, pages 1054-5. 1. In a direct projection optical system having a high intensity carbon arc light source, a pair of plano-convex lenses adapted to condense the light received from the source and transmit it through a negative, and a process lens adapted to transmit the light passed through the negative to a light sensitive surface; the combination of a reflector placed behind the light source, a second pair of plano-convex lenses in light receiving relation to said reflector, a planar ground glass plate disposed in spaced relation to said second pair of lenses at the light output side thereof, and means adjustably mounting said second pair of lenses and said process lens for adjustable movement relative to each other.

Graphic Arts—General
***Preventing Offset of Print from Freshly Printed Papers.** *U. S. Patent* 2,673,520. J. P. Bainbridge, Jr. *Bulletin of the Institute of Paper Chemistry* 24, No. 9, May, 1954, page 773. A spray or mist containing from 1 to 20% silica by weight in the form of particles less than one micron in diameter is claimed to prevent offset in the stacking or re-winding of freshly printed paper.

Converting Letterpress and Gravure Color Plates for Offset Reproduction. Paul F. Williams. *Graphic Arts Monthly* 26, No. 5, May, 1954, pages 82, 84 and 86 (3 pages). A method of converting gravure and letterpress plates for offset is described with its limitations. Clean



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MODERN LITHOGRAPHY, September, 1954

black proofs are made from the color plates, thus having the color separations needed to make camera reductions or camera enlargements which result in the lithographic plates. This method is especially valuable for advertising work with the great economic advantage.

Varnishing by Roll Coating. 3. Drying, Curing and Fusing. H. Audino. *Modern Lithography* 22, No. 2, February, 1954, pages 40-42 and 115 (3 pages). This concluding article in the series deals with drying, curing, fusing, blushing and safety in varnishing operations.★★

OFFSET MAGAZINES

(Continued from Page 47)

rundown wooden homes, into a better class residential neighborhood for Negroes. In that vision, the Good Publishing business seems to serve as the nucleus of a complete program of neighborhood rejuvenation.

Good Publishing is a complete publishing plant—editing, publishing, printing, and distribution are all handled under one roof. No outside job work is undertaken, and the present schedule of production keeps the plant humming to fit all three papers in every month. Part of the cover work is split between two presses in order to balance operating schedules. Currently the firm is trying to avoid expansion of circulation and advertising to avoid overtaxing existing facilities, until physical expansion is possible.

The basic unit in the Good plant is an ATF-Mann (38 x 53") perfecting press. This is said to be one of the few plants in this country to print a quantity of periodicals of this size, both inside and cover, on a single Mann perfecting press by lithography.

The decision to go to lithography was an important and, as it has turned out, economical one, when the problem of quantity production became important. The choice of lithography or letterpress was thoroughly considered. The requirements for these magazines would have meant going to a multi-color press, and printing separately on two sides—an investment cost of \$200,000 for the letterpress equipment, in place of \$75,000.

There is a second press, also offset, in the plant—an ATF Webendorfer

17 x 22", used principally for some of the run on the covers of "Jive", one of the largest of the magazines in circulation, to help out the production schedule.

Everything is modern about this plant. Paper is stored right in the warehouse space adjoining the pressroom, and is received on skids. A fork truck is used to handle it in the warehouse, and to stack it two high, doubling the utilization of floor space, and delivering it to the press area.

The entire plant is air conditioned, with differentiation possible between different room areas, according to the needs of the plant. In a climate like that of Fort Worth, this is an important factor, not only in employee comfort but in maintaining quality of both paper stock and printing production.

There are a complete bindery, and modern periodical circulation files and equipment. The art department has complete facilities for preparation for offset, utilizing Film-O-Type, Just-O-Writer, standard stock lettering and design by Fototype, and some hand lettering. Plates are made outside.

Printing is done on three different types of paper. Newsprint is used for the inside of "Bronze Thrills" and "Jive"—and, though newsprint for periodical lithography is unusual, the result is a creditable job of reproduction. Bright Opaque is used for the inside of "Sepia", a picture magazine, giving a better grade of book paper. Enamel stock is used for the covers of all three.

The stockroom is departmentalized. It is divided into pressroom supplies, office, shop, and miscellaneous. There is a separate reserve file section of extras of all issues of all magazines.

The provision of a modern lounge for employees is perhaps the touch that epitomizes the modernization of plant and the job of personnel relations accomplished here. About 15 by 25 feet, it is modernly equipped with comfortable settees, lunchroom tables and easy chairs. There are an electric hot plate, a cabinet of silver and dishes, a soft drink vendor, and other equipment.★★

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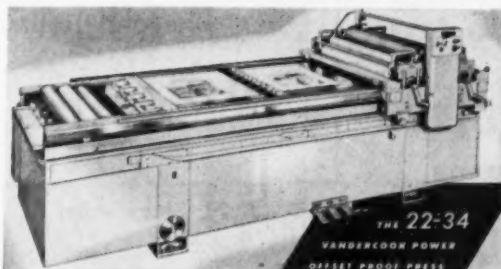
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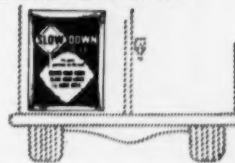
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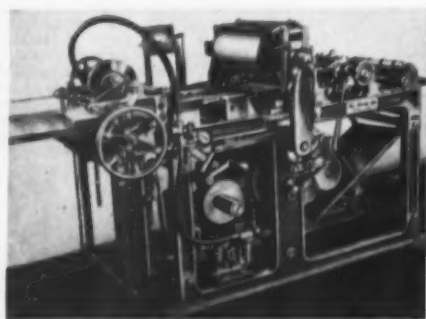
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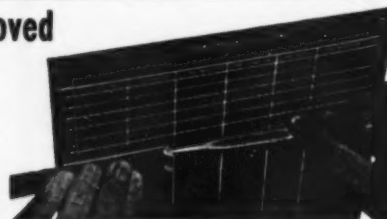
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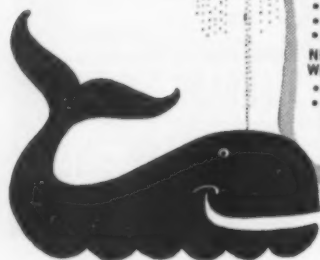
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FOR SALE: 22 x 34 Elco Offset Press—Rebuilt two years ago. A. C. Address Box 535, c/o Modern Lithography.

FOR SALE: 41 x 54 two-color Miehle Offset Press, A. C. Electrical Equipment good condition. Address Box 536, c/o Modern Lithography.

FOR SALE: L-142 Mann Offset Press, 28 x 42, excellent condition 220/60/3 electrical equipment. Address Box 537, c/o Modern Lithography.

Todd Co. Appoints Hopley

Charles P. Hopley has been appointed supervisor of western branch plants for the Todd Company, Inc., Rochester, N. Y., maker of protected, insured checks and check protecting machines, according to A. Richard Todd, executive vice president. In his newly created post, Hopley assumes responsibility for operation of Todd's Denver, Los Angeles, and Spokane printing plants.

Toronto Co. Building Plant

The Carswell Company Limited, printers, lithographers and bookbinders, are enlarging their facilities through erection of a modern, single-story plant of 52,000 square feet of floor space, in Toronto, Ont. A six-acre site was purchased and provision has been made for future expansion. The firm's present premises at 145 Adelaide St. West will be maintained for offices and warehousing.

Uarco Shifts Baur

Uarco, Inc., Chicago business forms printers, has promoted A. C. Baur from eastern sales division manager to assistant general sales manager. From the Connecticut branch plant he transferred to Chicago where he will direct all field sales activities east of Denver, Colo.

Trade Events

Natl. Assn. of Photo-Lithographers, annual convention and show, Sept. 22-25, Statler Hotel, New York.

National Metal Decorators Assn., annual meeting, Chalfonte-Haddon Hall, Atlantic City, N. J., Oct. 4, 5, and 6.

American Photoengravers Assn., annual convention and show, Oct. 11-13, Jefferson Hotel, St. Louis.

Advertising Essentials Show, Hotel Biltmore, New York, Nov. 15-17.

Printing Industry of America, annual convention, Nov. 15-19, Statler Hotel, Detroit.

Printing Week, January 16-22, 1955. Everywhere.

Natl. Assn. of Litho Clubs, annual convention, Schroeder Hotel, Milwaukee, May 6, 7.

Technical Assn. of the Graphic Arts, annual meeting, Boston, May 9-11, 1955, Somerset Hotel.

Research & Engineering Council of the Graphic Arts Industry, annual meeting, Parker House, Boston, May 11-13.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wyzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. V. P.
317 West 45 St., New York 36, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Frank H. Mortimer, Secy.
5917 33rd St., N. W.
Washington 15, D. C.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W. Washington 5, D. C.

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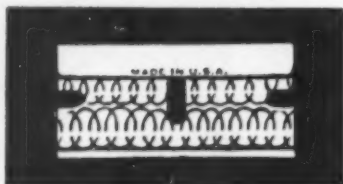
For information on the Rapid Printer or nuLite light tables ask for bulletin No. 230. For data on the N-110, N-75 or N-50 ask for bulletin No. 205, or see your local dealer. Write Dept. ML-100.

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no responsibility can be assumed for errors or omissions.)

Tale Ends

H. E. Rowles, treasurer, Stecher-Traug Lithograph Corp., Rochester, has been elected president of the Rochester Control of the Controllers Institute of America. At the annual meeting of the organization's District of Columbia Control, James W. Shields, executive vice president, Judd & Detweiler, Inc., Washington, was elected president.

The new secretary of the Dayton Control of the Institute is Russell F. Cosby, secretary, The Reynolds & Reynolds Co., that city.

Charles I. Hopkins, treasurer, Williams Press, Inc., has been elected a director of the local controllers' group in Albany, N. Y.

Norman B. Burch of the sales service department of U. S. Printing and Lithograph Co. in Cincinnati, has been appointed national leadership chairman of the U. S. Junior Chamber of Commerce. As Ohio leadership chairman last year, Mr. Burch was named by the national organization as the most outstanding state chairman.

Printing plants in Sweden are very much like those in this country, but they do have one distinct difference, according to Ralph Eckerstrom, type designer with the Univ. of Illinois Press at Urbana. Returning from a visit to Stockholm, Mr. Eckerstrom reported to the Society of Typographic Arts in Chicago on his trips through several printing plants and publishing houses in the Swedish capital. They were well run, he said, and equipment and facilities compare favorably with those here. The big exception as he noted it, was that every pressman had a geranium or two in a pot beside his press. This addiction to flowers and plants, he

said, seemed to be almost universal among the Swedish exponents of the art preservative of all arts.

Ken Burchard (Carnegie Tech.) did one of the outstanding moderating jobs that we have seen to date as he conducted the offset clinic at the Craftsmen's convention at Philadelphia. He not only knew how to start a discussion but he also proved extremely adept at turning it off like sudden death, without antagonizing the audience. In the midst of a sometimes bitter controversy about dry offset, he kept firm control of the situation.



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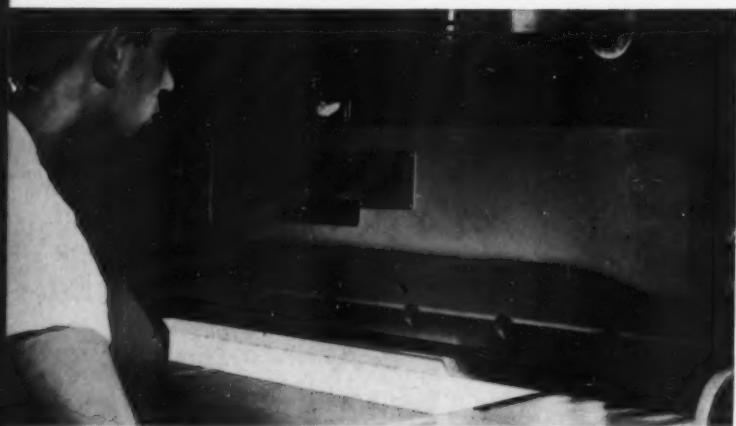
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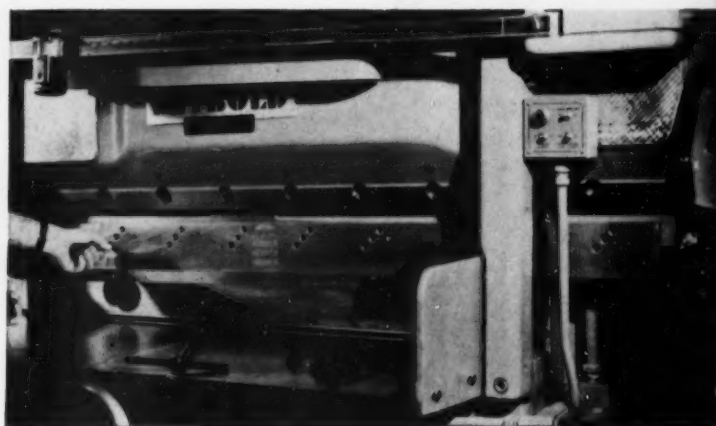
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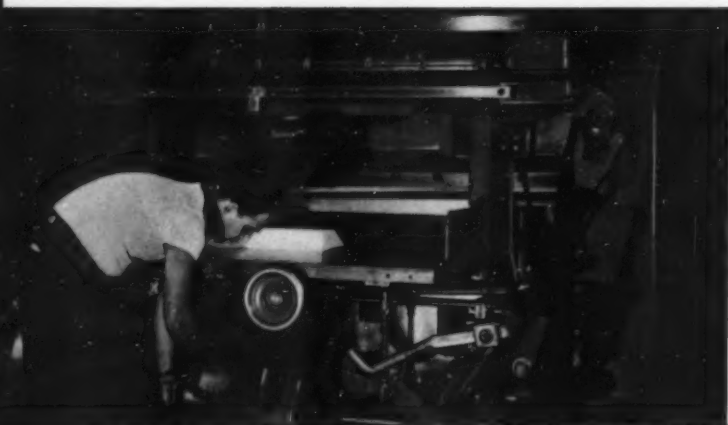


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